



FOR IMMEDIATE RELEASE
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**HERITAGE GOLF GROUP NAMES ROGER CALDWELL
MEMBERSHIP DIRECTOR AT ATLANTA NATIONAL GOLF CLUB**

SAN DIEGO, CA. - Heritage Golf Group is pleased to announce the appointment of Roger Caldwell as Membership Director of Atlanta National Golf Club. Set in a private, gated community in Fulton County, just north of Atlanta, GA, Atlanta National Golf Club features a dramatic and challenging 18-hole Pete Dye-designed golf course, carved amid a pastoral setting of rolling hills, gentle streams, and horse farms. Built in 1987, Atlanta National Golf Club is one of the most respected clubs in Atlanta.

“We are proud to welcome Roger as Membership Director of Atlanta National Golf Club,” said Larry Hayes, General Manager of Atlanta National Golf Club. “Roger comes to us with an extensive background in marketing and sales. We know that his experience and proven track record will prove invaluable as we continually strive to bring Members and guests of Atlanta National Golf Club unrivaled golf and uncompromising service.”

Crafted by renowned father and son team of Pete and P.B. Dye, Atlanta National Golf Club sprawls across 240 acres of natural hardwoods and babbling brooks. The course has many distinguishing and unique features, including dramatic Zoysiagrass fairways and immaculate A1/A4 Bentgrass greens. In addition, the Dyes incorporated wonderful design elements into the course, including undulating fairways, treacherous pot bunkers, waste areas with cross ties, and even an island green.

Caldwell came to Atlanta National Golf Club with 23 years of experience in the Sales and Marketing industry. For the last 12 years, he owned and operated his own Sales and Marketing Consulting firm in the Atlanta Area. Prior to that, Caldwell spent 11 years with United Parcel Service, working on diverse managerial assignments.

A native of Georgia, Caldwell graduated from the University of West Georgia with a Bachelor of Science degree in Criminal Justice.

About Heritage Golf Group

Heritage Golf Group (www.heritagegolfgroup.com) began in 1999 with funding provided by the private equity firm, GTCR Golder Rauner, LLC. Since then, the company has grown an impressive portfolio of private and resort golf clubs around the country. The Heritage portfolio represents some of the most well-known and acclaimed properties spanning Texas, Georgia, Florida, Michigan, North Carolina and South Carolina. The company, led by Bob Husband, President and CEO, distinguishes itself through its dedication to unrivaled golf and uncompromising service.

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