



15044 North Scottsdale Road, Suite 300
Scottsdale, AZ 85254
www.troongolf.com

Contact Information

Brett Brooks
Troon
480.477.0480

NEWS...FOR IMMEDIATE RELEASE –

TROON ACQUIRES HONOURS GOLF

Combination Establishes Unmatched Southeastern U.S. Presence

Scottsdale, Ariz. (December 2, 2014) – [Troon](#),[®] the leader in upscale golf course management, development and marketing, is pleased to announce it has acquired [Honours Golf](#), the premier golf management company in the Southeastern United States.

Honours Golf currently manages 16 golf courses located across Alabama, Florida, Mississippi and North Carolina. The portfolio includes many exceptional golf courses designed by some of the most well-known golf course architects in the industry, each offering its own unique experience yet unified by the Honours trademark of exceptional golf course conditions and Southern hospitality. The transaction combines two successful brands in the golf and hospitality industry known for extraordinary levels of services and expertise.

"Honours Golf is an ideal addition to the Troon family," said Tim Schantz, Executive Vice President, Global Development Officer, Troon. "Both companies share complementary values, and the combination will undoubtedly help each company continue to grow, particularly in the Southeastern United States."

Headquartered in Birmingham, Ala., Honours Golf was founded on a vision similar to Troon's – provide award-winning golf courses with unparalleled course conditions, hire dedicated team members who share a passion for golf, and deliver impeccable personalized service. As a result, Honours Golf has grown to become the Southeast's leading golf course development and management company.

"I am delighted to join with Troon in this new and exciting opportunity," said Bob Barrett, CEO, Honours Golf. "Troon has for many years been the leading golf management company and I look forward to the collaborative effort to help advance both the Troon and Honours names. Our companies share similar values with a focus on high brand standards and I am excited about what the future holds. Troon's worldwide reach and expertise will help grow the Honours name and provide a wonderful opportunity for Honours' team members by being part of a larger platform. For many years I have admired and respected Troon's founder, Dana Garmany, for his many accomplishments, and I look forward to this new partnership."

Honours Golf utilizes industry experience, expertise and best practices to create the most memorable experience at its golf courses, which now includes the resources and knowledge of the world's leading golf management company in Troon.

"Bob Barrett is one of the most respected business leaders in our industry," stated Dana Garmany, chairman and CEO, Troon. "Everyone at Troon is excited to welcome Bob and his team into the Troon family and to move forward in growing both brands and expanding our services."

About Troon

Headquartered in Scottsdale, Ariz., [Troon](#) is the world's largest golf management company also specializing in homeowner association management, private residence clubs, estate management and associated hospitality venues. The company oversees operations at Troon Golf (daily-fee & resort) and Troon Privé (private) properties located in 34 states and 29 countries. After acquiring Honours Golf, Troon now manages more than 250 golf

courses with the recent addition of 16 golf courses in the Southeastern United States. Additionally, 47 Troon facilities enjoy a Top 100 ranking by national or international publications. Troon properties include Kapalua, Maui, Hawaii; Sewailo Golf Club, Tucson, Ariz.; Manchester Country Club, Bedford, N.H.; Centurion Club, Hertfordshire, England; and Mazagan Beach & Golf Resort, El Jadida, Morocco. For additional news and information, visit www.TroonGolf.com, or connect with Troon on [Facebook](#), [Twitter](#), [Instagram](#), [Google+](#), [Blog](#), [Press Room](#), or subscribe to [Troon Golf & Travel](#).

Media contact:

Brett Brooks

Troon

480.477.0480

bbrooks@troongolf.com

#