



NEWS RELEASE

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MYRTLE BEACH GOLF HALL OF FAME INDUCTS INAUGURAL CLASS OF SIX INDIVIDUALS WHO SHAPED MYRTLE BEACH GOLF INDUSTRY

March 12, 2009, Myrtle Beach, S.C. – The six inaugural members of the Myrtle Beach Golf Hall of Fame were honored in a ceremony held earlier today at Pine Lakes Country Club. W. Cecil Brandon, Clay Brittain, Jr., Carolyn Cassidy Cudone, Jimmy D’Angelo, General James F. Hackler, Jr. and Robert White were recognized for their contributions to the Myrtle Beach golf industry and honored with a permanent monument located in the Pine Lakes Country Club Hall of Fame Garden, adjacent to the newly renovated Clubhouse.

The Myrtle Beach Golf Hall of Fame was created in September 2008 to honor the men and women who were instrumental in all aspects of the Myrtle Beach area golf industry, from teaching to playing, course design and construction to administration. Individuals were nominated by members of the Myrtle Beach golf industry and the Myrtle Beach Golf Hall of Fame Board of Directors reviewed each nomination before selecting the most outstanding candidates.

“We are excited to debut the Myrtle Beach Golf Hall of Fame today and feel that these six individuals really exemplified the objective of the Hall of Fame; to honor the men and women who were trailblazers in the Myrtle Beach area golf industry,” said Bob Swezey, chairman of the Myrtle Beach Golf Hall of Fame Board of Directors, and executive vice president of golf and resort operations for Burroughs & Chapin Company, Inc. “More than 30 nominations for the inaugural class of 2009 were received and it was very difficult for the Board to narrow the nominees down to six. We applaud the dedication and commitment by these individuals to the Myrtle Beach community.”

Through his tireless marketing efforts, **W. Cecil Brandon** brought worldwide recognition to the Myrtle Beach area and to the state of South Carolina. One of the founding fathers of Myrtle Beach Golf Holiday, Brandon has long been credited as the one of the masterminds behind

Myrtle Beach's booming golf industry. He worked closely with the PGA TOUR to build the Tournament Players Club of Myrtle Beach and helped bring the PGA Senior TOUR Championship to the Grand Strand.

Clay Brittain, Jr. played an instrumental role in uniting the golf and tourism industries in Myrtle Beach. Brittain was an important partner in the birth of Myrtle Beach Golf Holiday in 1967. In 1971, he founded the Myrtle Beach National Company and developed it into one of the largest golf course and accommodations ownership groups in the Southeast.

Carolyn Cassidy Cudone will long be remembered as the pioneer of the Myrtle Beach Junior Golf Association. Cudone was the driving force behind the area's original junior golf program for more than 20 years. Thanks to her insight and hard work, more than 15 Grand Strand area junior golfers earned college golf scholarships during this time.

Jimmy D'Angelo's marketing acumen helped brand Myrtle Beach as a major golf destination. His brainchild, the 1954 testimonial dinner for course architect Robert Trent Jones, quickly developed into the annual Golf Writers Association of America Championship, a media tournament tradition held before The Masters that ensured Myrtle Beach an audience with the golf media industry.

General James F. Hackler, Jr. revolutionized the Myrtle Beach golf industry by combining tee times and accommodations to form the first golf package. He was also instrumental in the 1972 opening of Bay Tree Golf Plantation, Myrtle Beach's first three-course facility, and helped bring the 1977 LPGA Championship to Bay Tree, attracting national media attention to the Grand Strand area.

Robert White was the original architect of Myrtle Beach's first golf course, the Ocean Forest Country Club, that opened in that 1927, and is now known as Pine Lakes Country Club. He was chosen as the first president of the United States Professional Golf Association of America when it was founded in 1916 and he served in the position until 1920.

"Being inducted into the Myrtle Beach Golf Hall of Fame is a very special honor," said Cecil Brandon, one of the six Myrtle Beach Golf Hall of Fame inductees. "To be included in this inaugural class of inductees is very humbling in light of all they have done to make Myrtle Beach the 'Golf Capital of the World.' Thanks to Burroughs & Chapin and Myrtle Beach Golf Holiday for creating this occasion that will continue to honor others in the future who surely belong in the Myrtle Beach Golf Hall of Fame."

About the Myrtle Beach Golf Hall of Fame

The Myrtle Beach Golf Hall of Fame was created in September 2008, to honor the men and women who played significant roles in all aspects of the Myrtle Beach area golf industry, from teaching to playing; course design and construction to administration. The inaugural class of six people were inducted in a ceremony held March 12, 2009, in conjunction with the reopening of Pine Lakes Country Club. Each inductee was honored in Pine Lakes' new Hall of Fame Garden, adjacent to the newly renovated clubhouse. Additional members will be inducted each April to honor the anniversary of the PGA of America's foundation; and honor of Robert White, the first president of the PGA of America. For more information, visit www.themyrtlebeachgolffhalloffame.com.

About Pine Lakes Country Club

Pine Lakes Country Club, Myrtle Beach's first golf resort, has served as the epitome of the traditional golf resort since opening in 1927 as the Ocean Forest Golf Club. Designed by St. Andrews, Scotland native Robert White, Pine Lakes put Myrtle Beach on the map as the destination of choice for golfers and families. Pine Lakes Country Club is the birthplace of *Sports Illustrated* magazine after Time Inc. editors visited the club in 1954 to plan for their new weekly sports publication

Owned and operated by Burroughs & Chapin Company, Inc., Pine Lakes reopens March 14, 2009, after an extensive 20-month, \$15 million restoration project to transform the course and clubhouse back to the status enjoyed in earlier days. The restoration of the course was directed by well-known golf course architect Craig Schreiner who preserved many of the historical golf-view corridors that made Pine Lakes famous throughout the years. Pine Lakes Country Club is the home of the new Myrtle Beach Golf Hall of Fame that honors those that helped build Myrtle Beach into the "Golf Capital of the World". For more information, visit PineLakes.com.

About Burroughs & Chapin Golf Management

Burroughs & Chapin Golf Management, created in 2001 to provide operations and marketing services to golf course properties, is the Grand Strand's leading golf management company. Burroughs & Chapin Company has been an active member of the Myrtle Beach golf community for more than 40 years as the owner of Myrtlewood Golf Club, a 36-hole complex that opened in 1966. The company also developed and manages The Resort Club at Grande Dunes and The Members Club at Grande Dunes, an exclusive private club. The company manages Tidewater Golf Club, Farmstead Golf Links, Meadowlands Golf Club, and River Hills Country Club. The management group also handles all Grande Dunes amenities, Marina Inn at Grande Dunes, two Par 3 courses, five themed mini-golf courses and oversees The Ripken Baseball Experience in Myrtle Beach. For more information, visit BCGolfManagement.com.

About Burroughs & Chapin Company, Inc.

Burroughs & Chapin's residential developments include the award-winning Grande Dunes, a 2,200-acre four-star community stretching from the Atlantic Ocean to west across the Intracoastal Waterway. Burroughs & Chapin has created numerous commercial developments offering national and regional name brand shopping. These include Broadway at the Beach – an award-winning 350-acre festival shopping, entertainment and dining complex surrounding the 22-acre Lake Broadway; Coastal Grand Mall, a one million square foot regional shopping mall joint ventured with CBL & Associates Properties of Chattanooga, Tenn.; Seaboard Commons; South Strand Commons; Arcadian Shores Commons; and many "jewel box" centers.

A leader in golf and vacation packages, Burroughs & Chapin's Myrtle Beach Trips offers visitors to Myrtle Beach and the Grand Strand the "one call" convenience of a direct connection to the most popular attractions in the area and packages them together in a variety of ways to suit different tastes and budgets. With one easy call to Myrtle Beach Trips at 1-800-819-2282, visitors can unlock all the thrills and excitement of many of America's favorite family seaside destinations.

