

FOR IMMEDIATE RELEASE

**Highland Park Country Club Honored in the National Golf Foundation's
Customer Loyalty Awards**

Highland Park, Illinois March 8, 2010 — The [National Golf Foundation](#) recently announced that Highland Park Country Club was honored in its eighth annual Customer Loyalty Awards. Awards were given in two separate categories – to managers of public golf facilities that received high loyalty ratings in 2009 and to operators of most-improved facilities who conducted the survey in 2008 and 2009.

Highland Park Country Club was a winner with the most-improved score in the premium category.

Highland Park Country Club is the premier public daily fee golf facility, which offers a superior level of customer service and impeccable playing conditions for the residents of Highland Park and surrounding communities.

With the hopes of standardizing more than 30 years of customer service excellence, Northbrook, Ill.-based KemperSports, which has managed Highland Park Country Club since January 2005, recently instituted its proprietary True Service™ customer-focused training program to staffers. The four-stage program, which was introduced to more than 90 KemperSports properties in the U.S. and Puerto Rico, will impact all staffers as it strives to create happy and loyal customers.

“We are honored to have Highland Park Country Club recognized by the National Golf Foundation in its annual Customer Loyalty Awards,” said General Manager Mark Kelley. “These awards validate our staffs commitment to customer service excellence and we look forward to serving the North Shore market for years to come.”

About KemperSports

Northbrook, Ill.-based KemperSports operates golf facilities as well as athletic clubs, lodging venues and major sporting events, including nationally ranked courses and tournament venues such as Bandon Dunes Golf Resort, Dorado Beach Resort & Club, The Glen Club, Harding Park, Desert Willow Golf Resort and Chambers Bay, host of the 2010 U.S. Amateur and the 2015 U.S. Open. Affiliate KemperSports Marketing & Communications, a sports marketing, events and public relations agency, has produced and managed major national and international events, including the EA SPORTS Maui Invitational college basketball tournament. For more information, visit www.kempersports.com.

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