



NEWS RELEASE

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MICHAEL BUCCERONE OF THE RESORT CLUB AT GRANDE DUNES NAMED “2008 PGA MERCHANDISER OF THE YEAR”

September 30, 2008, Myrtle Beach, S.C. – The PGA of America announced today that Michael Buccerone, senior director for Grande Dunes Clubs and Amenities, has been chosen as the “2008 National Merchandiser of the Year” in the resort category. Buccerone advanced to the national level after capturing the “2008 Carolinas PGA Merchandiser of the Year” in the resort category earlier this year.

Buccerone was honored for his efforts in expanding the golf shop at Grande Dunes to 1,050 square feet; increasing gross merchandise sales each year; initiating property-wide Grande Gift Cards; developing an online merchandise store component; directing the Grande Dunes Pro-Celebrity Classic benefiting the Make-A-Wish Foundation; integrating the marketing theme of the Grande Collection into the retail philosophy and developing a national vendor program that extends to other Burroughs & Chapin golf courses and through other corporation departments.

Buccerone will be recognized at The PGA of America Awards Night, Thursday, January 29, 2009, during the 56th PGA Merchandise Show in Orlando, Fla., along with all 2008 national award winners.

“It is an extreme honor to be recognized by my fellow PGA professionals,” says Buccerone. “I have been very fortunate to work in a business that I truly love, and be supported by so many people who have helped make this award possible. I have a strong belief that merchandise does not sell itself. We need to recognize what our guests need and buy accordingly.”

A native of Washington Township, N.J., Buccerone graduated from Methodist College in 1995 with a bachelor of science degree in business administration and a concentration in professional golf management. He began his golf career after in Myrtle Beach, S. C., at Wild Wing Plantation in 1996 as the assistant golf professional. After advancing to the first assistant golf professional and the golf shop buyer, Buccerone left South Carolina in 2000 to join the staff at The Broadmoor in Colorado Springs, Colo. as an assistant golf professional and a golf shop buyer. His golf shop operation was also named as one of the “Top 100 Golf Shops in America” by *Golf*

World Business. Buccerone returned to Myrtle Beach in 2001 to assume the duties of general manager of The Resort Club at Grande Dunes for three years before being named as the general manager of both The Resort Club and The Members Club in 2004. In 2008, Buccerrone was promoted to his present position as the senior director for Grande Dunes Clubs and Amenities.

After establishing the PGA Merchandiser of the Year Award in 1978, the PGA of America annually recognizes PGA professionals who have excelled as merchandisers. Individuals honored with this award demonstrate skill in planning and promoting of sales by presenting products to the market on a timely basis and through the use of specialized merchandising techniques such as displaying and advertising. The PGA of America honors individuals based on three categories: private, public and resort facilities, with candidates nominated by their respective PGA section offices.

About the PGA of America

The PGA of America is the world's largest working sports organization, comprised of 28,000 men and women golf professionals who are the recognized experts in growing, teaching and managing the game of golf, while serving millions of people throughout its 41 PGA Sections nationwide. Since its founding in 1916, The PGA of America has enhanced its leadership position in a \$62 billion-a-year industry by growing the game of golf through its premier spectator events, world-class education and training programs, significant philanthropic outreach initiatives and award-winning golf promotions. Today's PGA golf professional is the public's link to the game, serving an essential role in the operation of golf facilities throughout the country.

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 the 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 smaller “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. By calling Myrtle Beach Trips at (888) 539-8862, visitors can unlock all the thrills and excitement of many of America's favorite family seaside destinations.

Burroughs & Chapin Golf Management offers many of the finest 18-hole championship golf courses in Myrtle Beach, including Grande Dunes Resort Course, Pine Lakes Country Club, Myrtlewood Golf Club, Tidewater Golf Club and Plantation, Meadowlands Golf Club, Farmstead Golf Links and River Hills Country Club. The management group also handles two Par 3 courses and five themed mini-golf courses.

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