

McConnell Golf announces that Greensboro's Sedgefield Country Club Dye Course will become a semi-private facility and restore its original name, The Cardinal by Pete Dye.

RALEIGH, N.C. (February 2019) — Raleigh-based McConnell Golf has announced that on March 1, 2019, the Sedgefield Country Club Dye Course near Piedmont Triad International Airport in Greensboro will become a semi-private facility and will restore its original name, The Cardinal by Pete Dye.

"We are excited about this change and look forward to increased rounds and activity on the golf course," wrote McConnell Golf Triad Regional Director Beverly Marler in a letter to the membership. "Rest assured membership will still have its privileges."

In 2006, McConnell Golf purchased the Cardinal Golf & Country Club, a Pete Dye-designed masterpiece originally constructed in 1974 and host to many nationally recognized amateur tournaments, including the club's renowned Cardinal Amateur.

McConnell poured nearly \$5 million in renovations to the clubhouse and golf course, most notably hiring Dye to return and fully restore his original design. Today, the Cardinal is recognized as one of the state's most challenging courses.

In 2013, McConnell Golf streamlined operations with the merger of The Cardinal and Greensboro's Sedgefield Country Club, which McConnell Golf has owned since 2011 and which annually hosts the PGA Tour's Wyndham Championship. As a result of the merger, McConnell Golf realized improvement to its bottom line.

Yet, McConnell Golf still found itself with an underutilized golf course and a need for further improvement to the financial position of the property. They found that the current level of golf members did not generate enough rounds to sustain operations.

With its recent announcement, McConnell Golf opens up The Cardinal tee sheet for non-member play. McConnell Golf also announced that:

- All members will have preferred access to the tee sheet, allowing them to secure the same prime times to which they are accustomed.
- All Full Golf members may retain the same access that is currently enjoyed at Sedgefield and other McConnell Golf properties.
- All Dye Family Golf members may retain their same membership privileges at The Cardinal as well as dining privileges at Sedgefield.
- All current dues/fees will remain in place.

In addition, McConnell Golf is utilizing GolfNow to help generate interest and better market The Cardinal in the Greensboro area. GolfNow is the world's leading tee-time marketplace with more than 3.5 million registered users, who have the ability to

search and book golf online — or via mobile devices — any time of day at more than 6,000 golf courses worldwide.

McConnell Golf first expanded into public golf courses in 2016 when it signed a 10-year lease to operate the 27-hole Raleigh Golf Association course. At The Cardinal, as at RGA, McConnell Golf will bring its customer service model to the semi-private market to help separate themselves from the competition.

McConnell Golf will continue to sell Dye Family Golf memberships for The Cardinal. In addition, Head Golf Professional Chris Terry and his team will continue to offer a full calendar of golf tournaments, events, and programs throughout the year that are available exclusively to members — including Full Golf members who have access to all McConnell Golf properties, existing Dye Family Golf members and any new Cardinal memberships. These programs will not be open to non-members.

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ABOUT MCCONNELL GOLF

McConnell Golf (McConnellGolf.com) memberships include privileges at a dozen 18-hole, private golf courses, one semi-private and one nine-hole course throughout the Carolinas and Tennessee. McConnell Golf's stable of prestigious clubs includes Raleigh Country Club and The Country Club at Wakefield Plantation in Raleigh, NC, Sedgefield Country Club and The Cardinal by Pete Dye in Greensboro, NC, Providence Country Club in Charlotte, NC, Old North State Club in New London, NC, Treyburn Country Club in Durham, NC, Brook Valley Country Club in Greenville, NC, Country Club of Asheville (NC), The Reserve Golf Club in Pawleys Island, SC, Musgrove Mill Golf Club in Clinton, SC and Holston Hills Country Club in Knoxville, TN. McConnell Golf also operates the 27-hole public Raleigh Golf Association and manages the Grande Dunes Members Club and Ocean Club in Myrtle Beach for LStar Ventures.