

Norman Announces Plans For First Course In Idaho

TETONIA, Idaho (August 3, 2006) - Greg Norman and West Rim, LLC have entered into an agreement to have Greg Norman Golf Course Design provide design, pre-construction and construction support services for the planned Teton Rim Golf Club. This will be Norman's first project in Idaho.

Located 7 miles west of Teton, Teton Rim Golf Club will be part of River Rim Ranch, a master planned development consisting of nearly 5,300 acres. Accented by stunning views of the Teton and Big Hole Mountains and combined with open, rolling meadows, the terrain is ideal for a dramatic golf course.

While visiting River Rim Ranch, Norman walked the virgin site to ascertain a vision for the course. At a press conference following the site inspection, Norman expressed his ideas for the project to local dignitaries and members of the media.

"One of River Rim's great attributes is Mother Nature," he said. "The Teton Mountain Range provides a marvelous backdrop and we plan to use the views throughout the course. The site is a beautiful, flowing piece of property with wonderful short views and great long views. From a golf course designer's perspective, we have a great deal to work with and I believe it's going to be an outstanding course."

Mike Potter, President and Partner for PC Development, said, "River Rim Ranch's setting within the Teton Valley has been recognized for its spectacular natural beauty. When you combine this setting with our commitment to creating an environmentally and aesthetically sensitive community, we believe Greg Norman's 'least disturbance' approach to incorporating unique existing site features into the course will provide a remarkable golf experience."

The goals for River Rim Ranch are driven by West Rim, LLC's desire to protect and preserve the habitat values of the Teton River Canyon and to accommodate and adapt the residential homesites and amenities for the ranch in an aesthetically peaceful and environmentally respectful way. Along with the Norman-designed golf course, other prominent aspects of River Rim are the Overlook Lodge, a central gathering point for the community and the River Rim Sporting Club, featuring fly-fishing as its central attraction. The Teton Rim Golf Club will offer many other amenities including a spa, tennis, athletic and swim center.

West Rim, LLC, the owner of River Rim Ranch, is comprised of PC Development partners Mike Potter, Landscape Architect and Tom Clinton, Certified Public Accountant as well as Roger and Brent Hoopes of Teton, Idaho. PC Development serves as the managing partner for West Rim and has been actively involved in the development of several Teton Valley and Jackson Hole resort communities including Teton Springs and Teton Pines as well as several Montana-based residential communities.

Greg Norman Golf Course Design was first established in 1987 in Sydney, Australia, and today is recognized as one of the premier signature golf course design firms. Now headquartered in Jupiter, Fla., with sister facilities and personnel in Sydney, GNGCD has opened 53 courses for play worldwide, with an additional 45 projects in various stages of development.

Norman's hands-on approach is invaluable to the design process. Having spent 331 weeks of

his three-decade professional career as the world's No. 1 ranked player, Norman had the unique opportunity to compete on many of the greatest golf courses in the world. He utilizes this vast experience in each design, with the goal of creating tournament-quality courses that maintain an enjoyable sense of playability for all skill levels.

Norman has long held an environmentally friendly position throughout the design and construction of his golf courses adhering to a least-disturbance approach that focuses on every opportunity to incorporate unique existing site features into the layout of the golf course. This design mentality has led to Norman's appointment as Chairman of the Advisory Council for the Environmental Institute for Golf.