



NEWS RELEASE

FOR IMMEDIATE RELEASE

AUGUST 4, 2006

**GREG NORMAN SIGNATURE GOLF COURSE TO BE BUILT
AT RIVER RIM RANCH**

TETONIA, IDAHO --- West Rim, LLC is pleased to announce the recent agreement between Greg Norman Golf Course Design and River Rim Ranch will result in design and construction of the Teton Rim Golf Club, including a Greg Norman Signature Course, as part of the recently approved Division II development initiatives of the ranch community.

Mr. Mike Potter, president/partner for PC Development, stated, "Our recent pre-design tour of the golf course site with Greg Norman and his team reconfirmed our belief that the site provides a spectacular setting for the sport. This is a magnificent property and we have wanted to use the same conservation principles for the course as used in the development of River Rim's master plan. We knew it would take a very special architect to design the course right so it would fit into the serenity of its agricultural setting. We reviewed the top golf course design firms and Greg's company just kept coming out on top. Greg's design philosophy of "least disturbance" fits perfectly with our goals and we know Teton Rim Golf Course is going to be an outstanding and memorable course."

PC Development hosted a news conference following the site tour. During the interview Greg Norman commented, "One of River Rim's great attributes is mother nature. 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."

The goals for River Rim Ranch are driven by West Rim, LLC's desire to protect and preserve the habitat and 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 at 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 amenities including a spa, tennis, athletic and swim center.

Greg Norman Golf Course Design is a division of Great White Shark Enterprises, a multinational corporation headed by Greg Norman with primary interests focused on the lifestyle of golf. The winner of 91 tournaments worldwide, Norman is known for numerous accomplishments during his career earning him a permanent place in the World Golf Hall of Fame. 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, FL., with sister facilities and personnel in Sydney, Australia, Greg Norman Golf Course Design 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. For more information, visit www.gngcd.com.

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.

Teton Rim Golf Course is now planned to be open for play during the summer of 2010.

For further information please contact:

Mr. Doug Gemmel
Director of Marketing
River Rim Ranch
208-456-8300
Email: doug@riverrimranch.com