



ARCIS ADVANTAGE TO MANAGE COURSES AT WHITE BLUFF RESORT

South of Dallas-Fort Worth resort community undergoing complete revitalization

DALLAS (January 28, 2018) – [Arcis Advantage](#), the club management division of Dallas-based Arcis Golf, has been awarded a long-term contract to oversee operations of two 18-hole, semi-private resort golf courses at White Bluff Resort in Whitney, Texas.

White Bluff, which is located approximately an hour south of the Dallas Fort Worth Metroplex, currently is undergoing extensive renovations of the resort communities' golf amenities, including restoration of the golf courses (bunkers and greens) and refurbishment of two clubhouses with an emphasis on the dining areas.

Within the 3,450-acre community, upgrades are ongoing to the Lighthouse Restaurant, located on the bluff overlooking Lake Whitney, state-of-the-art fitness center, and lodging units (28 room inn, three cabins, four condominiums), and two RV parks.

The Property Owners Association (POA) is taking a phased approach to these renovation projects with the initial focus on golf, food and beverage operations, and lodging in order to drive “stay and play” customers to experience the destination.

The golf courses have been closed since November of 2017, while the White Bluff resort community's POA completed the process of acquiring the property from the original developer. White Bluff's two challenging golf courses wrapped along the shores of Lake Whitney were designed by 13-time PGA Tour winner Bruce Lietzke. The Old Course offers significant elevation changes and views of the Texas hillside. The New Course features water on 16 of 18 holes.

Arcis Advantage was selected by the White Bluff POA for its differentiated approach, ability to leverage significant local resources, and experience with turning around underperforming assets.

Arcis Advantage plans to rebrand and unveil the club to the Texas market under new ownership, leveraging Arcis Golf's powerful regional portfolio and loyalty programs to maximize White Bluff's future growth. Associa, one of the largest, premier property management companies in the country, will work in partnership with Arcis Golf to oversee the community and its POA.

“The White Bluff POA is pleased to partner with and utilize the expertise of Arcis Golf and Associa as we go forward together in the re-birth of our beautiful destination resort community,” said Leonard Critcher, President, White Bluff POA. “Our 6,500-member association and its Board of

Directors is committed to providing first-class facilities and amenities. The POA's unique partnership with Arcis Golf and Associa will ensure that White Bluff will become the crown jewel to be enjoyed for generations.”

The addition of White Bluff to the Arcis Golf portfolio increases the company’s dominant presence in the greater Dallas-Fort Worth market, where they own and operate eight award-winning golf facilities, including the prestigious Cowboys Golf Club, the first and only NFL-themed golf club in the world and named “Best Overall Golf Club” in Dallas-Fort Worth for 17 years consecutive years by Avid Golfer magazine.

“As we continue to approach the club and golf business from an entirely new perspective, Arcis Golf is thoroughly reinventing each of our clubs to be more relevant to today’s consumer,” said Blake Walker, CEO of Arcis Golf. “This also holds true for our managed clubs because we equip each property with every resource and support function at our disposal. Lifestyle matters, so through Arcis Advantage we offer a range of proven strategies, tools, and technological resources.”

[Arcis Golf](#) is the second largest owner-operator of private, resort, and daily fee clubs in the United States. The company is uniquely positioned to provide significant resources that are not available to individually-owned and member-owned clubs— or fee-for-service management companies. Providing inventive direction that complements exceptional golf and lifestyle experiences, Arcis Golf’s portfolio includes 60 clubs and golf courses positioned in or near major metropolitan areas in 15 states, from coast-to-coast.

For additional information about Arcis Golf (www.arcisgolf.com) or Arcis Advantage www.arcisadvantage.com) access their web sites.

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About Arcis Golf

Recognized as one of the fastest-growing private companies in America, Arcis Golf is the premier operator of public and private golf clubs in the United States with a current portfolio of more than 60 properties in 15 states from coast to coast. An industry leader, providing dynamic direction and unrivaled amenities that complement diverse playing experiences, Arcis Golf is committed reinventing the golf and country club lifestyle experience to a level of excellence that exceeds all expectations. Arcis Golf’s allocation of more than \$60 million in major capital improvements to its facilities has resulted in award-winning clubhouse transformations, golf course renovations, and other upgrades that represent part of Arcis Golf’s industry-leading acquisition investment of \$400 million since its formation in July 2015. Arcis Golf is supported by [Arcis Equity Partners, LLC](#), a private-equity firm dedicated to making equity and debt investments in the real estate and leisure sectors. Through strategic acquisitions that build and sustain Arcis Golf as a leader in upscale golf and lifestyle experiences, the complete Arcis Golf portfolio benefits from the commitment of Arcis Equity Partners, LLC. Capitalizing on the resources developed to support its growing portfolio, Arcis Golf also provides professional management services to third-party owners under its Arcis Advantage division. Location: 4851 Lyndon B Johnson Fwy, Suite 600 Dallas, Texas 75244. Phone: (214) 722-6000. Website: www.arcisgolf.com

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