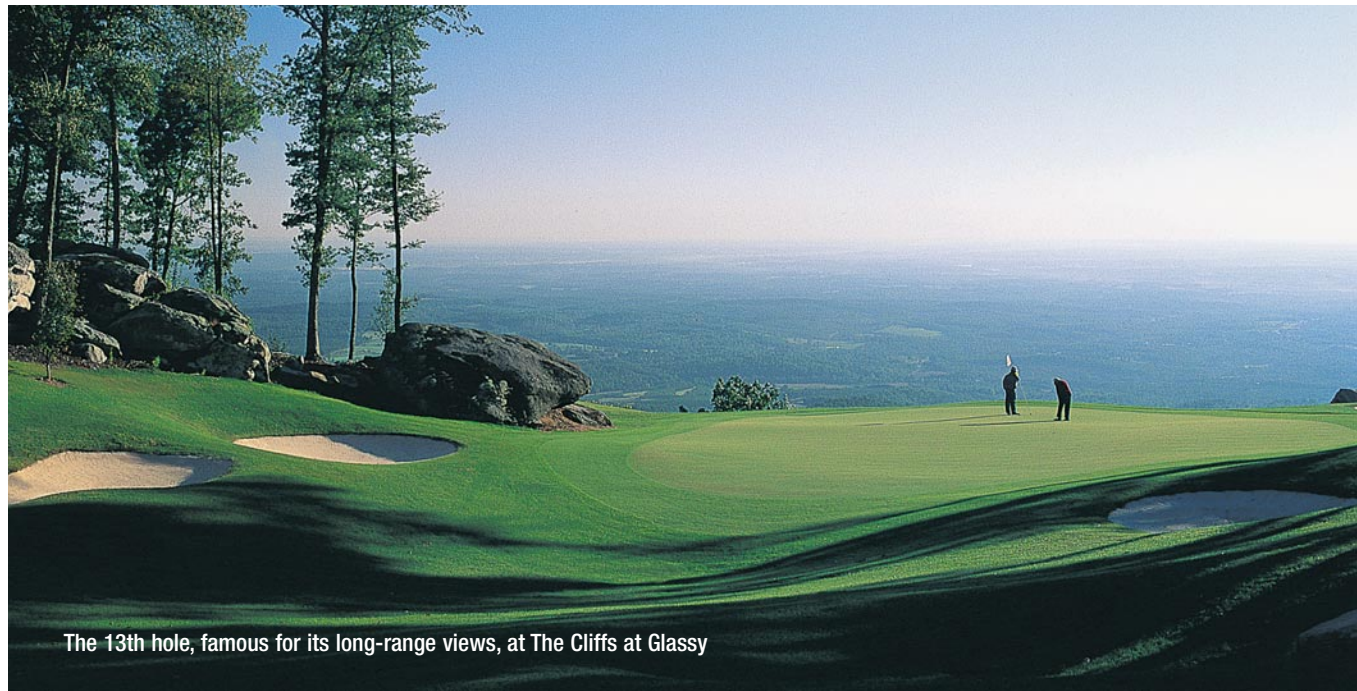


THE CLIFFS

INTRODUCES NATIONAL AND CORPORATE MEMBERSHIPS



The 13th hole, famous for its long-range views, at The Cliffs at Glassy

Located in the most temperate climate on the East Coast, the community, and its seven courses, sits in a sweet spot that limits humidity in the summer and ice in the winter.

TRAVELERS REST, SOUTH CAROLINA: “Sometimes there is simply not enough time to fit everything in,” explained David Sawyer, managing partner, The Cliffs Clubs. “We average 14 member activities per day. Literally from sunup to sundown there is something going on every hour at The Cliffs.

“Can where you live change how you feel? Can you be stronger, healthier, even happier? We’re sure of it,” confidently stated Sawyer. “With seven clubs, seven championship golf courses, six wellness centers, 17 restaurants, a marina, a beach club, tennis complexes, an equestrian center, hiking trails, vineyards, wine clubs, an organic farm—it’s not an understatement to say there is more to do here than at any club in America.”

The size of The Cliffs allows it to provide the best. It has 2,780 members (up 800 families from two and one-half years ago). “Wellness and a sporting life are integral parts of who we are,” insisted Sawyer. “Our exploration experts include the most accomplished athletes in their respective sports. Abby Delgoffe, #15 ranked wakeboarder in world, runs our lake activities, and George Hincapie, 17-year Tour de France competitor, oversees our cycling expeditions.

“After you work up an appetite, let a James Beard-awarded chef and Certified Sommelier prepare your meal,” said Sawyer.

IN THEIR OWN WORDS:

“This is an exciting time for The Cliffs. They are right on target with what today’s buyer is looking for. The drama of the foothills, mountains, and water make it one of a kind.” –TOM FAZIO

“Fourth Most Scenic Course in the Nation [The Cliffs at Glassy, behind August National, Cypress Point & Pebble Beach].” –GOLF DIGEST

“The Cliffs is special. Members enjoy seven courses spread out across two states, making for different experiences. I like that.” –JACK NICKLAUS

“A Top 10 Private Golf Community.” –ROBB REPORT

“My son Marc and his family live in the area and I visit several times per year. I believe the greater Greenville area is a well-kept secret.” –GARY PLAYER

“TWO NEW MEMBERSHIP CLASSES now open our gates to area businesses and those living at some distance from The Cluffs—a way for family and clients to enjoy some of the best 126 holes in golf for one initiation fee.” –DAVID SAWYER, MANAGING PARTNER, THE CLIFFS CLUBS

NATIONAL MEMBERSHIP PROGRAM ROLLOUT

The Cliffs has added two new membership categories: corporate and national (living outside a 120-mile radius).

“A single club membership opens the door to seven courses by touted architects—Fazio, Nicklaus, Player, Wright and Jackson,” said Brian Peebles, director of golf operations. “I believe we are in one of the most beautiful sections of the country. Our courses are not flat nor crowded.

“The Cliffs at Glassy is our first mountaintop golf course. It is the only course in South Carolina to feature bent grass from tee to green and its 13th hole is famous for 50-mile long range views,” described Peebles. “If you want an experience with slightly less elevation change, The Cliffs Valley, designed by former CBS *Sports* analyst Ben Wright, is a walkable, parkland-style course.

“Our latest addition, The Cliffs Mountain Park, opened in 2013. The Gary Player design is rated on *Golfweek*’s Best Modern Courses. With no rough and large fairways, play is firm and fast. Errant shots are likely to find its 13

acres of formal and informal bunkers,” said Peebles.

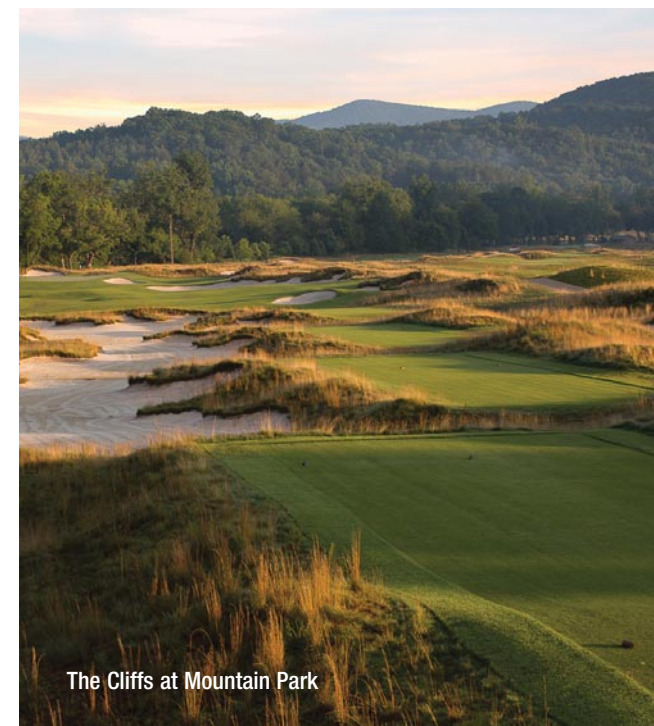
“Don’t be surprised if the club’s two bloodhounds, Copper and Sugar, greet you at the bag drop.”

CONFIDENCE IN OWNERSHIP

The Cliffs developer, Arendale Holdings, is supported by a \$5.3 billion company whose luxury brands include Cartier and Van Cleef & Arpels. “The Cliffs fits our brand well,” said Robert Wright, Arendale vice president. “It represents the best of living.

“The media initially hyped the impact that America’s 14 million baby boomers would create. Life went on hold during the recession. Couples stopped crossing off the days on a calendar until retirement. Now, with a stable economy and a strong stock market, equilibrium has returned. We have seen a dramatic timeline shortening between the purchase of a homesite and the start of construction,” reported Wright. “The days of buying a lot and waiting eight to ten years to build is gone. Now, it is common to see a family start building in six months. Technology allows you to live where you want to live without retiring to do so.” ■

For a more detailed look at The Cliffs, please visit their website, CliffsLiving.com.



The Cliffs at Mountain Park



The Cliffs Valley

THE CLIFFS BY THE NUMBERS: 7 championship courses, including two of the most scenic holes in North and South Carolina. 3 lakefront clubs—access to kayaking, paddle boarding, canoeing, water skiing, and wake surfing with 26-miles of Lake Keowee shoreline. 4 Nike NG360 certified golf performance instructors. • 17 dining venues with a culinary team tour de force. 22 clay and Har-Tru tennis courts. • 6 wellness centers, three in the mountains and three on the lake.