



*For Immediate Release*

## **Mirimichi Accelerating Improvements in Time for One Year Anniversary**

*Course will be Closed January 15 to July 17*

MEMPHIS, Tennessee, December, 15, 2009 – Mirimichi will be closed to the public January 15 through July 17 as it accelerates three years of course improvements in time for its first anniversary.

Since the course opened July 25 it has received a very warm response from the Memphis community and has stayed constantly busy. As the golf season wrapped up, it gave the ownership the opportunity to reflect on the feedback collected from customers in the forms of surveys, as well as the feedback from golf professionals and industry experts from the United States Golf Association (USGA), Professional Golfers Association (PGA) and the Tennessee Golf Association (TGA). The feedback, while extremely positive, illustrated several areas at the course which would need improvement if the course is to realize its vision of being a world-class golf destination and hosting a major championship.

“We initially planned to make these improvements over the next three years and stay open,” said Justin Timberlake, owner of Mirimichi. “But I felt the Memphis community deserves the best now and shouldn’t have to wait through three years of gradual improvements. So I challenged the team to make all of the changes by our first anniversary.”

“We knew we had a great golf course when we opened in July,” added Mirimichi Director of Golf, Greg King. “And, through a season of heavy play, as well as visits from golf’s elite, we have the input necessary to take Mirimichi to the next level... hosting a major championship by 2020.”

Some of the enhancements to improve the experience at Mirimichi will include improvements to the drainage, bunkers and greens; framed by extensive additions to wetlands, wildflowers and native grasses to showcase the course's aesthetic beauty, all in keeping with Mirimichi's commitment to ecological sustainability.

As part of the renovations, Mirimichi has assembled some of the greatest minds and most experienced practitioners in the golf industry to ensure Mirimichi attains the goal of being in the same peer group as the great American courses that have hosted major championship events. The consultants include:

- Chris Hartwiger, Senior Agronomist, Greens Section of the USGA. Hartwiger conducts more than 100 turf grass advisory service/consulting visits annually, covering all matters related to golf course maintenance and construction.
- Morris Brown, CEO of Champion Turf Farm. Brown created the Champion Bermudagrass used by Mirimichi and more than 400 other courses throughout the United States.
- Joe Sanders, owner of Sanders Golf Inc. Over the last 18 years, Sanders has worked on numerous courses that have hosted major championships, including Pinehurst No. 2 which was remodeled for the U.S. Open. Sanders' work on the renovations at TPC Las Colinas Texas earned the course recognition as the #1 golf course renovation in 2008.

"There are many things that go into creating a championship caliber course and overall golf experience," said Rich Peterson, general manager. "The consistency of the bunkers, the strategic playability and length of the holes, the speed of the greens and the course aesthetics are just a few of them. We will have a major championship caliber golf course on all of these levels by our first anniversary in July."

"The cost of these renovations will not be passed on to our customers in terms of pricing," added Peterson. "This is a continuation of the investment by our ownership group in creating a world-class public course that will be comparable to the best courses in the country."

Golfers won't just be treated to aesthetic and course enhancements at Mirimichi's first anniversary celebration. The multi-million dollar Callaway Performance Center will be unveiled at the anniversary celebration. The state-of-the-art Center will offer golf

lessons and customized club fitting using the same Callaway Performance Analysis System used by professional golfers. The Center will be one of only nine in the country. Little Mirimichi, the nine-hole executive course, will be an excellent venue for new golfers to discover the game of golf and for seasoned golfers to improve their game. Customers also will enjoy the course's recreational enhancements including a new 18-hole putting course and short game practice complex.

Golfers will be able to keep track of the improvements at [www.mirimichi.com](http://www.mirimichi.com).

### About Mirimichi

Mirimichi, meaning "place of happy retreat" is a public golf course located just 15 minutes north of Downtown Memphis. Owned by Justin Timberlake and co-founders, Lynn and Paul Harless, Mirimichi's rolling grass mounds, meandering creeks and scenic vistas provide a natural ambience that creates a haven for both golfer and nature. At Mirimichi, golf, nature and people exist in harmony. For more information, visit [www.mirimichi.com](http://www.mirimichi.com) or call Mirimichi at 901-259-3800.

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