



TROON GOLF'S ENVIRONMENTAL MANAGEMENT INITIATIVE

Positions Company as the Industry Leader in Environmental Stewardship

In 2008, Troon Golf® launched Troon EMI (Environmental Management Initiative), the golf industry's first unified plan for environmental protection and stewardship. The voluntary initiative combines a robust set of policies and procedures that position Troon Golf as the industry leader in environmental stewardship.

Troon EMI sets rigorous performance goals that create sustainable solutions for Troon Golf-managed courses by combining three distinguished environmental programs together. These programs include the Troon Golf Environmental Management System (EMS), the company's long-established Troon Agronomy Standards, and the Audubon Cooperative Sanctuary Program for Golf Courses.

"Responsible environmental management has been a key component of Troon Golf's operating philosophy since the company's inception nearly two decades ago," stated Jeff Spangler, senior vice president, science and agronomy, Troon Golf. "By implementing Troon Golf EMI on a global platform, Troon Golf is setting the standard for environmental leadership in the golf management industry."

Troon Golf EMS

Troon Golf EMS provides the framework that combines the best management practices of Troon's Agronomy Standards and the Audubon Cooperative Sanctuary Program for Golf Courses into a flexible and measurable program. Troon Golf EMS is a continual cycle of planning, implementing, reviewing and improving the way courses manage their impact on the environment. The program establishes goals, implements training and operational controls, takes corrective action, and makes improvements based on progress reviews. Benefits of Troon Golf EMS include resource conservation, pollution prevention, improved environmental performances, enhanced compliance, and an increase in efficiency. Troon Golf EMS will ultimately reduce the environmental footprint left by golf courses and demonstrates that the golf community is committed to sustainable solutions and environmental enhancement.

Troon Agronomy Standards

The Troon Agronomy Standards have been the cornerstone of the programs and practices at every Troon Golf facility since the inception of the company. The foundation of the standards is to provide all properties additional guidance on the

practices that most effect daily golf course conditions. The program covers a multitude of golf course activities and is based on implementing basic scientific principals to daily maintenance programs. These include key environmental initiatives such as the careful monitoring of water usage, measuring soil nutrient levels to create amendment-based approaches to fertilizer procedures instead of using the indiscriminate and harmful application of soluble fertilizers, and the use of natural products and composed manure fertilizers to help increase soil microbiology as opposed to the continued use of petroleum chemicals. Most importantly, these green-based standards actually create a more effective and efficient way of maintaining high quality turf.

Audubon Cooperative Sanctuary Program (ACSP) for Golf Courses

Troon Golf EMI includes Troon Golf's strategic partnership with Audubon International, a leading organization dedicated to educating, assisting, and inspiring people to protect and sustain the earth's natural resources. Its ACSP and Signature Programs are award-winning education and certification programs that help golf courses protect the environment and preserve the natural heritage of the game of golf. While a large number of the company's domestic courses are already registered in these environmental programs, Troon Golf has launched a company-wide initiative to have its entire portfolio of courses certified by Audubon International.