



For Immediate Release

September 13, 2012

ANNOUNCING PACIFIC LINKS INTERNATIONAL

MEMBERSHIP IS YOUR PASSPORT TO SIGNATURE GOLF DESTINATIONS

HONOLULU (September 13, 2012) – Pacific Links International, title sponsor of the Pacific Links Hawai'i Championship, being hosted at its Kapolei Golf Club on O'ahu Sept. 14 – 16, announces today the official launch of its premier Pacific Links golf brand.

Viewers across the world watching the Pacific Links Hawai'i Championship on The Golf Channel will be introduced to a new global golf brand that provides a premium member experience at more than 50 quality golf clubs around the world.

Pacific Links International is a Canadian owned and operated company pursuing a strategy of acquiring high-end golf course properties in select destination markets throughout North America. Led by experienced industry executives and a shareholder with substantial financial capacity, the company is implementing a multi-club strategy of owned and affiliated clubs, with reciprocal club access as the primary feature.

"We are very proud to announce the launch of Pacific Links International in conjunction with this new Champions Tour event, especially in Hawai'i, heart of the Pacific Rim region where our company is dedicated to growing the game and providing our customers with the best of golf," said Du Sha, Chairman of Pacific Links International.

Since its inception in 2009, Pacific Links has been successful in acquiring notable properties in Hawai'i, Las Vegas and West Virginia - courses celebrated for their high rankings and tour-quality design by leading architects such as Jack Nicklaus, Pete Dye, Greg Norman and Robert Trent Jones II. Pacific Links is evaluating additional properties for acquisitions in these locations and other gateway cities and premier golf destinations in North America. As the portfolio of Clubs grows through acquisition in these prime destinations, Pacific Links International continues to expand the network to include Affiliate Clubs in Australia, Southeast Asia, and key locations in Europe.

"We are sharply focused on providing our members and guests with quality courses around the globe, where they can build memorable golf experiences in premier destination markets," said Bruce Simmonds, Chief Executive Officer of Pacific Links International.

Through Pacific Links International's relationship with the PGA TOUR, Members have access to private and resort TPC Clubs across the United States, including renowned courses such as TPC Sawgrass and Pete Dye Golf Club (ranked #41 and #45 respectively on America's Top 100 by Golf

Digest) in the United States, as well as Laguna National in Singapore, Danang GC in Vietnam, The Vintage in Australia, and many more.

World Golf Hall of Fame member Greg Norman and Pacific Links brand ambassador announced in a recent press conference, "Pacific Links is taking a very creative approach to their business. The standard club model is getting harder to maintain, so membership programs that think outside the box and add additional value are going to have a better chance of succeeding. That's one of the reasons I was intrigued by Mr. Du's model." Norman was the No. 1 ranked player in the world for 331 weeks.

Pacific Links caters to elite travelers who fly frequently for golf, business and pleasure. Their 24 hour toll-free Member Call Center takes care of everything, including tee times, flights, accommodations, ground transportation and excursions.

Executive Leadership:

Founded in 2009, Pacific Links is a Canadian-owned company wholly owned by Du Sha, a Canadian citizen and one of China's most respected entrepreneurs. Founder of the 97-store Home World Group, Mr. Du is Chairman of Pacific Links.

Bruce Simmonds, Chief Executive Officer of Pacific Links, founded ClubLink Corporation and led its growth into Canada's largest owner and operator of golf clubs and golf resorts.

About Pacific Links International

Pacific Links International is a Canadian-owned golf corporation that provides member access to more than 50 quality golf clubs by some of the game's greatest designers including Pete Dye, Greg Norman and Jack Nicklaus in signature golf destinations in North America, Australia and Asia. Pacific Links offers a unique membership structure whose main feature is reciprocal access to multiple clubs around the world with tour-quality design, strong character and deliver a memorable golf experience in a cosmopolitan golf location.

In Hawai'i, Pacific Links owns and operates Kapolei Golf Club (home of the Pacific Links Hawai'i Championship), Royal Hawaiian, Olomana Golf Links, Mākaha Valley Country Club (East), and Mākaha Golf Club (West), currently under renovation by Greg Norman. Pacific Links also owns Pete Dye Golf Club (#45 on Golf Digest's ranking of America's 100 Greatest Courses) in West Virginia, and Southern Highlands and SouthShore in Las Vegas. Pacific Links is also building The 27 Club in Tianjin, China, which is scheduled to open in 2014. www.pacificlinks.com

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