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**OB SPORTS GOLF MANAGEMENT AND
LYON GOLF ANNOUNCE MERGER**

SCOTTSDALE, Arizona – Scottsdale-based firms, OB Sports Golf Management and Lyon Golf, announced that they will merge effective immediately. The new entity will operate under the OB Sports banner; and as part of the transaction, Mike Conner, managing partner of Lyon Golf, will join the executive team at OB Sports as Senior Vice-President of Operations. Scott Lyon will serve as a special advisor and consultant to the team.

“The greatest asset of Lyon Golf centers around the character and talent of Mike Conner and Scott Lyon,” said C.A. Roberts, President of OB Sports. “Their addition to our team will ultimately improve the services we provide to our clientele. Plus, their style and culture meshes well with ours.”

OB Sports currently manages more than 37 courses throughout the United States. Their portfolio consists of public, private and resort facilities. Under the new structure, they will assume the management of the ASU Karsten Golf Course, with Mike Conner continuing to serve as the lead.

“Mike (Conner) will still provide the primary coverage for ASU Karsten, as he’s done so well for many years,” said Phil Green, Chief Operating Officer of OB Sports. “Mike makes our team stronger and he will be able to engage the various departmental specialists within OB Sports to make the ASU Karsten Golf Course, and all of our clients, even more successful than before.”

Since 1988, Conner has been a partner in Lyon Golf and Resort Management of America overseeing more than a dozen high-end golf properties. Prior to that, he conceptualized, owned and operated The Eggery restaurants and served as Vice President of Charthouse, Inc., which under his direction opened and operated more than 88 Cork n’ Cleaver restaurants across the country.

“We think it’s a great fit,” said Conner. “Scott (Lyon) and I are looking forward to bringing our collective expertise and resources to the team and we are excited about the opportunities.”

About OB Sports

OB Sports Golf Management is a diversified, golf-oriented company with a long history of success in the golf industry. OB Sports currently manages 37 premier golf courses and country clubs throughout the United States. Known for its comprehensive and personalized services since 1972, OB Sports has become widely acclaimed as the leader in boutique-style golf course management. For more information about OB Sports Golf Management, visit

www.obsports.com, call (480) 948-1300, follow on Twitter at www.twitter.com/obsportsgolf, become a fan on Facebook at www.facebook.com/obsports or check out the OB Sports You Tube Channel at www.youtube.com/obsportsgolf

About Lyon Golf

Lyon Golf, led by Mike Conner, Scott Lyon and Rusty Lyon, has managed more than a dozen golf properties since 1997, including ASU Karsten Golf Course since its inception. Plus, Scott Lyon is also the CEO of Westroc Hospitality – developer and operator of several prestigious resorts and hotels in greater Phoenix including the Sanctuary Resort on Camelback Mountain in Paradise Valley and the Hotel Valley Ho in Scottsdale.

Scott Lyon and his father, Rusty Lyon, the founder of Westcor, are legends in the field of commercial real estate development. Some of their projects include the development of Scottsdale Fashion Square, The Boulders Resort, and the communities of Chaparral Pines and The Rim Club.