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## **The Legend Purchases Bristlecone Pines**

WALES, Wisconsin—The Legend announces the successful acquisition of Bristlecone Pines Golf Club. Now renamed, The Legend at Bristlecone will operate as a dual club concept with The Legend at Brandybrook for the benefit of its collective members and prospective members. Legend Members now have access to 36 holes of championship golf, two clubhouses, and all the family golf, swim, tennis, and social programming that goes along with it.

The Legend at Bristlecone will still allow limited public access until going fully private in 2011, or in April of 2010, based on the success of an aggressive membership drive just recently announced. For the next 75 days, refundable initiation deposits at The Legend will be sold for \$15,000. On September 1<sup>st</sup>, refundable deposits will return to the usual \$35,000. “The initial response to this offering has been overwhelming. Combine our young, active membership, two fantastic locations, world-class programming, and this limited time Membership offer, and it’s easy to see why now is the time to become a Legend Member,” said Jack Gaudion, Managing Partner of The Legend.

“The dual-club concept allows us to do so much more for our members, while keeping their dues to a minimum. The acquisition of The Legend at Bristlecone has further strengthened our reputation as well as our position in the marketplace. No other club can rival The Legend’s dual club facilities. Combine that with the reciprocal benefits Legend Members have at The Legend at Bergamont, and Legend Members have access to three Championship Golf Courses, one fully private clubhouse, two semi-private full-service clubhouses, and three pool, tennis, and fitness complexes. No other club can offer that.”

As the club industry is in decline around the country, The Legend continues to thrive and expand with its family-oriented club model, refundable membership deposits, and young, active membership. “We remain bullish on the private club business model in the right location” said Gaudion. “Waukesha County has long term growth potential for families looking to invest in a club lifestyle and we absolutely love the surrounding demographics and convenience of the Brandybrook and Bristlecone locations.”

“In these unprecedented times, it seems that many people are understandably leery of a major discretionary investment. If you’re looking to join a private club, I simply can’t imagine why you would join anywhere else,” said Club President Kevin Scharnek.

The Legend's commitment to its members remains strong as well. The Legend is the only fully private club offering 100% refundable membership initiation deposits in Metro-Milwaukee, and is the only fully private club who guarantees no member assessments for future capital improvements or operating losses.

The Legend is a privately-owned non-member equity club, which was founded in 2003 with the opening of The Legend at Brandybrook in Wales, Wisconsin. In 2007, The Legend purchased The Bergamont, now The Legend at Bergamont, in Oregon, Wisconsin.

The centerpiece of The Legend at Brandybrook is a world class, 7,006 yard, golf course and is known for its firm and fast tour like playing conditions, especially its A-4 Bentgrass greens. The Legend has been rated the #2 Private Course in the Milwaukee area by the Business Journal and has hosted the American Junior Golf Association's Future Legends for several years. The Legend was nominated as *Golf Digest's* "Best New Private Course in America in 2004".

Rated 4 1/2 stars by *Golf Digest*, The Legend at Bristlecone's championship golf course was designed by Scott Miller, a former senior designer for Jack Nicklaus. Playing to 7,005 yards with a par of 71, The Legend at Bristlecone has already played host to more than one-half dozen state tournaments including regional qualifying for the U.S. Open and the State Amateur Championship, Bristlecone will host the Wisconsin State Open in 2010.

For more information on The Legend, please visit [www.thelegendclubs.com](http://www.thelegendclubs.com).

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