



Construction of Greg Norman’s first South American golf course advancing at El Desafio Mountain Resort

West Palm Beach, Florida and San Martín de los Andes, Argentine Patagonia (November 1, 2010)—

Greg Norman Golf Course Design and El Desafio Mountain Resort announced today that major earthworks begun last month on Norman’s first golf course in South America. The 7,100 yard 18-hole Signature layout is set in the Andes mountain range, which provides stunning mountain views in every direction. The golf course will meander through two distinctly different landscapes, a dense pine forest and an open plateau, which will ensure a good variety of golf holes for the golfer to navigate.

During multiple visits, Greg Norman and his team have explored numerous layouts to ensure they design a magnificent golf course with minimal disturbance to the environment. Their goal is to take advantage of the natural terrain in order to showcase the natural beauty of Patagonia. The finished course will be challenging, yet very playable for golfers of all levels. El Desafio will be on the list of courses that golfers must play when visiting South America.



Greg Norman at work in El Desafio

The layout takes advantage of the magnificent setting and terrain to provide a great variety of holes. Stunning backdrops will be the norm on all holes, but the par 3's will be especially memorable. The design philosophy incorporates wide corridors and 5 sets of tees, ensuring playability and enhanced strategy options for players of all levels.



El Desafio Mountain Resort – Hole 2

”I have designed mountain courses before, but this course will be unique with its dramatic backdrops and rugged beautiful terrain” said Norman. “It will be my first ever course in South America. We spent a lot of time trying to ensure the best routing for this beautiful piece of property, we wanted to use a least disturbance approach and create great golf at the same time. The front nine will predominantly play through the dense pine forests along the mountain side while the back nine will sit on an open mountain side plateau. It’s going to be a spectacular golf course.” The Norman Signature course will be environmentally friendly, maintaining more than half of the course as native areas, and incorporating a state of the art irrigation system. The irrigation system will take advantage of gravity to avoid the use of pumps while providing selective sprinkler coverage to minimize water waste in windy conditions. The golf course routing also avoids native trees and environmentally sensitive areas which are being protected as a newly established nature preserve.

During the last year, clearing of all 18 holes proceeded as environmental approvals for the golf course and second stage of development were being finalized. Simultaneously, the first stage of development infrastructure was completed and the first 150 lots were delivered. It will be an exciting and busy summer season with a completed polo field opening for play, the second polo field being grassed, the first private residences under construction and major construction underway on the golf course.

“Greg Norman and his team have designed a course that has surpassed our greatest dreams. With each advance in construction, we are stunned with the beauty the course will showcase and how well it fits in with the property and Patagonia” said Roberto Huste, President of El Desafio

Mountain Resort. “We believe San Martin will develop into one of the top golf destinations in South America”.

About El Desafio Mountain Resort

El Desafío Mountain Resort (www.eldesafioresort.com) is a unique luxury development encompassing an entire mountain of 1,050 hectares (2,500 acres) in the Province of Neuquen, Argentine Patagonia. Master-planned to guarantee the preservation of the environment, local culture and identity, the Resort has set aside a full 600 hectares as a nature reserve. In addition to the Greg Norman Signature golf course, this exclusive mountain resort features two professional polo fields, equestrian facilities, large residential lots, a luxury lodge and mountain spa, and allows for activities such as trekking, horse riding and mountain biking in a pristine environment affording amazing views of the Andes mountains. El Desafio provides homeowners and guests privileged access to world-class skiing, rafting and fly-fishing, among other outdoor activities.

About Greg Norman

Norman serves as Chairman and CEO of Great White Shark Enterprises, a multinational corporation that comprises several companies and divisions including Greg Norman Golf Course Design, Greg Norman Collection, Greg Norman Wine Estates, Greg Norman Australian Prime, Southern Cross Developments, Greg Norman Production Company, Greg Norman’s Australian Grille as well as many other merchandising and licensing initiatives. Norman also serves on the board of trustees for The Environmental Institute for Golf and chairs its Advisory Council. The Environmental Institute for Golf is a collaborative effort of the environmental and golf communities, dedicated to strengthening the compatibility of golf with the natural environment. Established in 1987, Greg Norman Golf Course Design is one of the premier signature design groups. GNGCD now has over 74 golf courses open for play worldwide and an additional 35 projects in various stages of development.

Since turning pro in 1976, Greg Norman has won 91 professional events around the world, including two British Open Championships and 20 U.S. PGA TOUR titles. The culmination of an astounding golfing career came November 11, 2001, when he was inducted into the World Golf Hall of Fame.

Norman is admired equally as a sportsman and businessman. He learned long ago that the game of golf could be a platform for something even greater, and he has transcended the game to become arguably the most successful athlete-turned-entrepreneur in history.

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- Greg Norman biography follows -



GREAT WHITE SHARK ENTERPRISES, INC.

Greg Norman Biography

All Australians knew countryman Greg Norman after his first professional victory in the 1976 West Lakes Classic, but it was the 1981 Masters Tournament where the “Great White Shark” was introduced to the world.

Since that event, which saw the 26-year-old lead after the first round and eventually finish fourth, Norman has amassed 91 professional victories, including two coveted British Open Championships and 20 U.S. PGA Tour titles. Norman’s record, coupled with his immense contribution to the game of golf, earned him a place in the World Golf Hall of Fame. For his countless accomplishments, Norman garnered the highest percentage of votes of anyone that has been inducted into golf’s most exclusive fraternity.

In addition to his remarkable on-course achievements, his successes in the boardroom have been equally impressive. Norman has established an elite international business with interests focused around golf and the golf lifestyle. He serves as Chairman and CEO of Great White Shark Enterprises, a multinational corporation that comprises several companies and divisions including Greg Norman Golf Course Design, Greg Norman Collection, Greg Norman Wine Estates, Greg Norman Australian Prime, Southern Cross Developments, Greg Norman Production Company, Greg Norman’s Australian Grille, Greg Norman Interactive as well as many other merchandising and licensing initiatives.

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It is Norman’s overriding passion and desire for family, golf, business and adventure that has endeared him to golf fans around the globe. And while his well-documented triumphs on the golf course have assured a lofty spot in golf history, it is his trademark smile and never-say-die attitude that golf fans truly admire.