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## Ocean Edge Resort and Golf Club Receives Troon Golf “Rock Star” Award for Excellence in Membership Growth, 2009

Scottsdale, Ariz. – Troon Golf,<sup>®</sup> the leader in upscale golf course management, development and marketing has recognized Ocean Edge Resort & Golf Club, located in Cape Cod, Mass. for winning the Troon Golf “Rock Star” award for membership sales in 2009. Ocean Edge is home to Cape Cod’s only Nicklaus Design golf course. Winners were announced at the 2010 Troon Golf Management Conference, which took place in Scottsdale, Ariz. in January.

“Despite the economic downturn, our club sales in 2009 reflect what the golf and club industry has been saying in recent years,” said Robert Newman, General Manager of Ocean Edge. “Private clubs need to appeal to a whole range of family members, not just golfers, with programming and amenities the whole family can enjoy. We’re more than just a golf club, we’re a family club. I think our 2009 numbers show that.”

Ocean Edge Resort & Golf Club was recognized for its excellence in membership growth accomplished through highly focused relationship-driven sales efforts that resulted in increased initiation fee revenues. This included 18 new full-golf members for the Nicklaus Design course, and 30 new sports members in 2009 – unheard of for any club in Massachusetts. The success was accentuated by the impressive membership sales numbers that were reached with a minimal amount of incentives offered in a difficult market.

The 429-acre Ocean Edge Resort & Golf Club is located in the quaint town of Brewster, on Cape Cod. The centerpiece of Ocean Edge is the historic Nickerson family Mansion and Carriage House that sits on a bluff overlooking Cape Cod Bay. Ocean Edge Club is one of only a few private golf course clubs on Cape Cod. The course is available to members and hotel guests, who have exclusive access to the resort’s recreational and social privileges. In addition to the Nicklaus Design golf course, the resort boasts a 700-foot long private beach, four outdoor and two indoor swimming pools, a USPTA-certified tennis complex, fitness room and a number of restaurants. Ocean Edge is on the 26-mile Cape Cod Bike and Rail Trail route, with bike rentals available on property. All guestrooms and vacation villas have been upgraded. Ocean Edge just opened the Mansion Ballroom, Cape Cod’s largest luxury ballroom that can accommodate groups up to 300 people. For more information please visit [www.oceanedge.com](http://www.oceanedge.com).

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