

Johnson Development Company Georgia, LLC

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CONSTRUCTION IS UNDERWAY **ON NEW LAKE ARROWHEAD GOLF COURSE**

For Immediate Release

HMS Golf Management of metro Atlanta has begun construction of the new golf course at Lake Arrowhead in north Georgia, yet the entire original golf course will remain open until the spring of 2007 for members and guests.

“With Johnson Development Company Georgia’s master plan to expand the community, the golf course needs to be modernized since it is over 30 years old,” said golf executive Jim Haslam, principal of HMS Golf.

Haslam is confident the new Lake Arrowhead links will become a more enjoyable and picturesque golf course than before while showcasing streams and beautiful mountain vistas of the property never seen before by golfers.

The program will include rebuilding five existing holes of the original layout and 13 new holes, along with a new golf practice facility.

Over the next decade the Johnson Company will develop the remaining 5,800 acres of the Waleska, Ga. community, which is home to over 1,000 people. The first planned project will be the new golf course with construction of the brand new 13 holes underway.

The Cherokee County heavily forested 8,300-acre mountainous property's predominant feature is its 540-acre Lake Arrowhead, one of the state's largest privately owned lakes. The golf course at Lake Arrowhead was the only accessible course in the county for the 16-year period from 1973 to 1989.

"Lake Arrowhead's time has come for change. Half of the people living there six years ago were retired, but today the demographics have changed, and now young professionals from Atlanta are looking north to the mountains," former president of the Lake Arrowhead Property Owners Association Roger Akers stated.

A resident of Lexington, Ky. with a second home in Lake Arrowhead, Akers and his wife Toni are optimistic about the Johnson Company's program to build a new golf course.

"It will be sad to lose our lake holes, but we are excited about Johnson's vision to bring Lake Arrowhead into the 21st century. I am sure the new golf course will be very interesting and challenging," Akers concluded.

"The course is a beautiful layout and I enjoy playing it as it is, but it will be wonderful to have a course that is really well designed and well maintained," said Dick Dowis a writer and public relations executive, has lived at Lake Arrowhead since 1991 and golfs there regularly.

"Phase one of our construction will focus on the 13 new golf holes, so the entire original golf course will remain open until April of next year with the hope of leaving at least nine holes open until the new course is open for play," Haslam reported, adding Lake Arrowhead golf members will be entitled to play at other reciprocal clubs not far away when the golf course is eventually closed due to a later construction phase.

According to Haslam, the new links will feature bent grass greens and four par 3's and par 5's to complement the 10 par 4's on the golf course which will extend to 7,150 yards from the back tees.

"This golf course will be very friendly to players with wider fairways and more of an intimate feeling away from Lake Arrowhead's public areas," he remarked. He said the majority of holes on the golf course will involve a water feature, even though it will meander through the middle of the property away from the community's signature lake.

The Lake Arrowhead golf course has been routed to minimize the impact to the land and avoid all wetlands. There are no blind shots or trick holes and all of the holes are well laid out taking advantage of the natural topography of the land and preserving the environmental setting which will make Lake Arrowhead a unique golf course in north Georgia.

Jack and Deanna Quigley moved to Lake Arrowhead five years ago from the Princeton, NJ area because they both found jobs in the north quadrant of metro Atlanta. Quigley plays golf a few times each week and presides as president of the Lake Arrowhead Men's Golf Association, which includes 100 members.

The Johnson Development Corp., a residential and commercial developer, founded in 1975 by Larry D. Johnson, has developed over 100 projects in Arizona, California, Colorado, Georgia, Louisiana and Texas.

The company's award winning metro Atlanta communities include Towne Lake and BridgeMill in Cherokee County. Towne Lake was Atlanta's sales leader in 1994, 1995 and 1996. BridgeMill has led the metro Atlanta area in home sales for six of the last seven years. For additional information on Johnson Development Corp. and its communities please visit www.johnsondevelopment.com.

To learn more about the new north Georgia community, call Tommy Elsberry, General Manager of Johnson Development Company Georgia, LLC at 770.420.8210.

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