

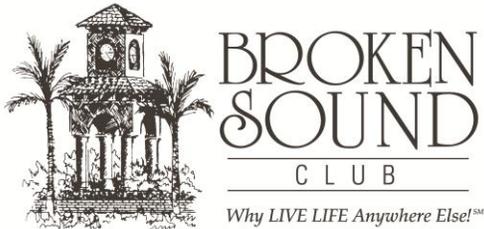
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**BROKEN SOUND CLUB RECEIVES PRESTIGIOUS
“DISTINGUISHED EMERALD CLUB” AWARD FROM BOARDROOM MAGAZINE**

Boca Raton, FL (April 8, 2013) – Broken Sound Club announced today that it has been awarded the prestigious Distinguished Emerald Club award, as determined by the annual Distinguished Clubs award program conducted by BoardRoom magazine, one of the most respected trade publications serving private clubs. The Distinguished Clubs award program uses a club-specific rating system based on an extensive evaluation process that distills and measures a club’s Member Experience.

As defined by Distinguished Clubs, “Member Experience” is that special combination of “Qualities” that a private club provides its members. It is not just the quality of service, or of the facilities, or of the product provided, it is also the quality of the staff and of the management, as well as the overall club governance they deliver. The most important quality, however, is the quality of the intangible. While difficult to measure, the latter is comprised of those magic moments experienced, the members befriended, the memorable events and famous tournaments attended, as well as the club traditions, history, and heritage proudly recognized.

To be a Distinguished Club is to be one of a select group of private clubs that have been recognized as providing an absolutely excellent Member Experience, but to be a Distinguished Emerald Club is to provide a Member Experience at a level attained by only the finest clubs in the world. This distinction is nuanced, yet thoroughly recognizable, for it is based on the most important of all intangible qualities. Reputation. Reverence. Admiration. Brand Equity. Fame. Whatever you call it, it is that “X” factor that separates two clubs that both provide superlative Member Experience, but where one is a great club, while the other is the most prestigious of memberships.

“At Broken Sound Club, we strive to make members feel like they are on vacation every day of the week,” says Broken Sound Club General Manager John Crean. “We offer our members five-star level resort-style lifestyle experience and world-class service, all within walking distance from their homes. Our mission at Broken Sound Club is to accommodate our members in any way we can, because at our Club, it is all about our members.”

Crean noted that the Club’s recent completion of its newest \$13 million investment, featuring a two-acre poolscape and bistro at our main clubhouse and the grand opening of our 38,000-square-foot, free-standing state-of-the-art Spa and Fitness Center and related staff training, demonstrates the Club’s continued commitment to the member experience.

“We’d like to congratulate Broken Sound Club for earning Distinguished Club status,” said John Fornaro, Publisher of BoardRoom magazine, “Special recognition also goes out to Broken Sound Club’s General Manger, John Crean, as well as the club’s board of directors, its department heads, and entire staff for their efforts in providing an excellent member experience.”

(more)

About The Distinguished Clubs Award Program

Boardroom magazine developed the Distinguished Clubs award program to recognize and share – with the private club industry as a whole – what it is that Distinguished Clubs do differently, and to do so with the specific goal of improving the member experience at every private club in America, and thereby helping to preserve the institution of private clubs for many future generations.

About BoardRoom Magazine

BoardRoom magazine is the official publication of the Association of Private Club Directors and is published in print and digital formats, and shipped to 27 countries worldwide. BoardRoom magazine is now widely viewed as the most respected and influential magazine in the private club industry.

About Broken Sound Club:

Whatever one’s passion or interest...their active enviable *home* life, *business* life, *sporting* life, and *social* life complement each other perfectly at Broken Sound Club. Known as the “friendly” club for its signature blend of warmth, elegance and genuine hospitality, this award-winning private gated golf and country club community offers a choice of 27 lushly landscaped intimate residential villages, each with its own character. All are just minutes away from its main 100,000-square-foot clubhouse with indoor and outdoor dining, two GEO Certified™ (golf’s ecolabel with the international mark of sustainability assurance of the international non-profit Golf Environment Organization) and Audubon Sanctuary Certified signature golf courses (one host to the PGA Champions Tour’s season opener, Allianz Championship), a new two-acre \$6 million poolscape with bistro, a new \$7 million 38,000-square-foot spa and fitness center, and 23 tennis courts. This 5-Star Platinum Club of America, which is also a designated Distinguished Emerald Club and one of “America’s Healthiest Clubs”, is conveniently close to two international airports, and just a few miles from the private Boca Raton Executive Airport, Boca’s burgeoning Class A office parks and vibrant Downtown, pristine beaches, A-rated public and award-winning private schools, two universities and one state college, sports arenas and stadiums, and an exciting world of shopping, dining, art and culture, recreation, and nightlife. For more information on Broken Sound Club, its residential villages, and club membership program, visit www.brokensoundclub.org, [facebook/brokensoundliving](https://www.facebook.com/brokensoundliving), and [facebook/brokensoundclub](https://www.facebook.com/brokensoundclub), or contact Maureen Schreiber, Director of Membership at (561) 241-6820, or Maureen_Schreiber@BrokenSoundClub.Org.

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