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**BROKEN SOUND CLUB RECOGNIZED AS ONE OF “AMERICA’S HEALTHIEST CLUBS”:
AWARDED HIGHEST OVERALL PRIVATE CLUB RATING IN THE NATION TO DATE
BY CLUB INDUSTRY PREMIER WELLNESS EXPERTS AT PREVO HEALTH SOLUTIONS**

Boca Raton, FL (March 20, 2013) – Achieving the highest overall rating to date in the country for private clubs, Broken Sound Club has been recognized with the honor of being known as the first of the “America’s Healthiest Clubs” in the country. The recognition was awarded by Prevo Health Solutions, Inc., the club industry’s premier wellness experts with expertise in workplace wellness and member recruitment and retention.

Prevo Health is the executive producer of “America’s Healthiest Clubs”, the club industry’s only wellness rating system and recognition for a healthy environment achieved via a distinguished third-party validation. Its mission is to improve the overall health of the private club industry through education and sharing of best practices. The Prevo team consists of health professionals, certified nutrition and fitness experts, workplace wellness gurus and engagement specialists who know how to inspire and engage people to eat wise and exercise.

Through its America’s Healthiest Club awards program, Prevo Health quantitatively evaluates clubs across five equally rated categories: Fitness, Nutrition, Staff, Members and Facilities. Each category is comprised of multiple questions, each of which have a maximum point balance with certain responses valued/weighted as more important. The Criteria Committee is comprised of a host of advisors, workplace wellness experts, certified nutritionists, world-renowned chefs, fitness experts and experienced private club executives. Each brings years of experience and expertise to assist in defining questions, responses and proven best practices.

According to Prevo Health Solutions Founder & President Rick Ladendorf, a “*singular stand out*” the evaluation team observed and recognized as what sets Broken Sound apart from other clubs nationwide is the Club’s use of a third-party, online, incentive-based Wellness Program. The program tracks and manages employee participation in activities, education, challenges and, most importantly, it encourages everyone to achieve their fitness goals, all while at work.

“So far, Broken Sound is the only club in the nation we have evaluated that has licensed a third-party wellness platform to maximize employee engagement and participation,” reported Ladendorf. Employees begin by taking an online Health Risk Assessment that is followed by a prescriptive, personal and integrated program that includes a daily to-do list, meal plans, fitness programs and an integrated health coaching module.

“We measure the two most important variables: availability and participation. A club that has a beautiful fitness facility with a 10% participation rate will not score as well against a club with an unmanaged fitness facility and 70% participation,” added Ladendorf.

The Health Score is quantitative and levels the playing field, so all clubs can participate regardless of square footage, size of membership, geography, type of club or membership fee. A Health Score of 800-plus qualifies a club as one of America’s Healthiest Clubs, a distinguished third party validation and recognition for achieving a healthy environment.

According to Ladendorf, Broken Sound Club will be recognized, along with other private clubs ranked in the top 100 of assessed clubs, at the year-end award ceremony to be hosted February 2014 at the Club Managers Association of America annual conference. A listing of America's Healthiest Clubs and the name of their general managers will also be published in the February 2014 issue of *BoardRoom Magazine* accompanied by a feature story.

"We at Broken Sound Club pride ourselves in being trailblazers in the club industry in maximum benefit to our dedicated staff and engaged membership," said John Crean, CCE, the Club's General Manager and Chief Operating Officer. "This is truly an honor we take seriously, for health and wellness are part of our Club's core values. We know that a healthy staff is key in maintaining an energized team for delivering exemplary member service; a healthy membership means that our members can actively enjoy all that awaits them...from golf and tennis to dancing the night away at social events."

Crean noted the anticipation is growing for the grand opening of a new 35,000-square-foot spa and fitness facility this April. Named "Moonstone", the spa was conceptualized by Peacock + Lewis Architects, constructed by The Weitz Company, and treatment concepts and protocols, product selection, and operational fluidity created by American Leisure that has developed and managed spa programs for the Spa at Fisher Island, Spa at Williams Island in North Miami, The Spa at the landmark Plaza Athenee, NYC and Setai Club & Spa, Wall Street.

To offer a diverse menu of services and treatments, American Leisure is creating signature massages, facials, and wraps using cutting-edge esthetics equipment for women as well as a special "men's only" spa treatment and services menu that includes traditional barber service and manicure and pedicure options. For women there will be a salon with stylist, a hair blow dry bar and manicure and pedicure treatments will feature the Blend Bar Mix Station where every guest designs and creates their own exfoliating Body Scrub and Whipped Body Crème using all natural, vitamin-rich grape seed oil based ingredients and high quality aroma oils for the ultimate handcrafted body product. A choice of six aromas at the Blend Bar, including the signature Broken Sound Silk made with Lemongrass and Eucalyptus.

Just outside the door of the spa within the 35,000-square-foot building is the new fitness center offering the latest in fitness equipment, scheduled aerobics classes and by-appointment private training sessions, a dedicated Pilates area, and a state-of-the art spin room with interactive video that would rival any area residential community spa.

For more information on Broken Sound Club, its residential villages, and club membership program, visit BrokenSoundClub.org or [facebook/brokensoundliving](https://www.facebook.com/brokensoundliving) or contact Maureen Schreiber, Director of Membership at (561) 241-6820 or Maureen_Schreiber@BrokenSoundClub.Org, For further information on America's Healthiest Clubs, please visit www.prevohealth.com.

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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 clubhouse with indoor and outdoor dining, two Audubon Sanctuary certified signature golf courses (one host to the PGA Champions Tour season opener), a new two-acre \$6 million poolscape with bistro, a new \$7 million 35,000-square-foot spa and fitness center, and 23 tennis courts. This 5-Star Platinum Club of America 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, sports arenas and stadiums, and an exciting world of shopping, dining, art and culture, recreation, and nightlife.

About Prevo Health Solutions, Inc.:

Prevo Health Solutions, Inc. is the club industry's premier wellness experts with expertise in workplace wellness and member retention. Our mission is to improve the overall health of the Private Club Industry through education and sharing of best practices. Our team consists of health professionals, certified nutrition & fitness experts, workplace wellness gurus and engagement specialists. We know what works in the workplace and we know the club industry. Prevo Health Solutions works with employers of all sizes to develop and execute custom wellness strategies which maximize engagement and participation. As wellness advocates, our mission is to share best practices to improve the health and wellness of the club industry for both the workplace and membership. And if

every private club in the nation embraced wellness as a strategy, we could collectively improve the health of millions, save billions, create thousands of new jobs and stimulate the economy.