



The Els Club at Dubai Sports City is the first golf course in the Middle East designed by US Open and Open Champion, Ernie Els. Having been awarded "Best New International Course" by Links Magazine and selected as a Finalist in the "International Courses" category of the 2008 Golf Inc Development of the Year contest, the facility is well on its way to receiving widespread international acclaim. The fairways take advantage of dramatic topography resulting in a course that is aesthetically stunning and exciting to play. Stretching 7,538 yards with four sets of tees allowing golfers a selection of differing lengths from which to play, it has set a new benchmark for golf in the region since January 2008.

Set on undulating slopes of native desert vegetation, it is a links style layout combining traditional classic design. In essence the golf course combines the best of all the great clubs Ernie Els has played worldwide over the last 20 years. It creates an extraordinary experience by providing superior service and superb, tournament-spec playing surfaces.

The first release of memberships (150 in total) sold out in a matter of weeks. The second and final release of 100 memberships will be sold early in 2009 with over 100 currently on the Waitlist. It is the most successful membership launch ever in the UAE and the program provides the ultimate experience for its Founding Members.

Utilizing the outstanding amenities within Dubai Sports City, such as the only Butch Harmon School of Golf outside of America, a 25,000-seat cricket stadium, 60,000-seat multi-purpose stadium, 10,000-seat Indoor Arena, David Lloyd Tennis Academy and Next Generation Health Club, The Els Club benefits extend far beyond the immaculate fairways and greens. There will also be many opportunities to attend privileged events as the development evolves over time.

The Els Club is the jewel of the residential development, Victory Heights, at Dubai Sport City, the world's first fully integrated athletic metropolis – a destination where the world of sport unites, where people with a passion for the game combine with only the very best in global facilities.



THE ELS CLUB
DUBAI SPORTS CITY

Temporary Clubhouse: Like the beautifully appointed corporate chalets that you find at top professional golf events, this temporary structure will have all the amenities necessary to service your needs during a visit to the club. Featuring a pro shop, ample locker rooms and changing facilities, outdoor dining and an all-day restaurant. There is even a first-floor terrace that will offer sweeping views of the course.

Permanent Clubhouse: At 60,000 sq ft and with no expense spared, this Mediterranean masterpiece will echo the high standards already set by a course expected to become one of the most acclaimed in the region. When complete, members and guests will have access to a private lounge, state-of-the-art meeting and conference facilities and a choice of varied restaurants as well as a range of other benefits.

Membership: Individuals, families and corporations are invited to pay a one-time fee for the 'right to play golf' at the club, in lieu of a traditional, one-time 'joining fee.' In addition, members are asked to pay an annual fee that is in line with current Dubai golf club annual membership rates. The obvious benefit is that those transferable memberships can then be sold at a later date – at market value should a member choose to leave the country, for example. The first release of transferable memberships at *The Els Club* sold out within weeks with the second release due early in 2009.

Corporate & Social Group Events: Our personalized event management program is the culmination of expertise gained from Troon Golf's course management practices worldwide. *The Els Club* staff leave no stone unturned, giving you the confidence that the event's finest details are attended to – from registration through to the final presentation.



THE ELS CLUB
DUBAI SPORTS CITY



One of the world's top golf coaches has been brought into Dubai Sports City and will use it as his permanent base as he instructs golfers from PGA Tour professionals to beginners.

Son of legendary golf coach Butch Harmon, Claude Harmon III has coached the 2008 US Masters Champion, Trevor Immelman, among other tour pros including Darren Clarke and Adam Scott, - is now permanently based in Dubai Sports City to oversee the new Butch Harmon School of Golf.

The Butch Harmon School of Golf, which is the first such facility outside the US offers a bespoke coaching structure for both professionals and amateurs who are looking to improve their games.

Claude Harmon III was most recently based out of the Trump National Golf Course in the Los Angeles, US. In moving to Dubai, Claude Harmon III shares the same vision as his father: that there is enough natural talent within the UAE to find the next big star on the Professional Tour.

The Butch Harmon School of Golf will house a state-of-the-art performance institute, which include physical screening, three dimensional, and two-dimensional video analysis for the students.

To complement the technology, Claude Harmon III brings a unique teaching philosophy that began with his grandfather, the 1948 US Masters Champion. It is a philosophy based on helping each person understand his own unique game.



THE ELS CLUB
DUBAI SPORTS CITY



Is the world's only integrated sports city. Set on 50 million square feet within the Dubailand development, Dubai Sports City will feature world class sporting facilities, including three state-of-the-art stadia and a variety of world-renowned sports academies. In addition to the sporting facilities, Dubai Sports City will boast major residential and commercial developments, together with all the related amenities expected in a purpose-built city of this size, including a mall and retail hubs, international schools, medical facilities, hotels, community centres and entertainment venues.



VICTORY
HEIGHTS

Victory Heights is the exclusive golf course villa community that incorporates Ernie Els' signature golf course, and is billed as lifestyle living with a difference. Unlike some Dubai developments, this is low density housing with a premium on space, comfort and outdoor activities. Extensive trails will make biking and walking pedestrian friendly, while the golf course itself will provide an attractive environment in which to live. And don't forget the other world class sporting facilities due to come on line, such as the David Lloyd Tennis Academy and the next generation clubs.



What makes *The Els Club* so extraordinary? It's not just one quality, but many. It's the pristine condition of our course, our personalized customer service and our world class retail offerings. It's the way our facility is operated and promoted. It's our creativity, energy and enthusiasm. It's the attention to detail we provide on our golf course. It's all of this and more....

This unique combination of championship golf and luxury hospitality, known around the world as the Troon Golf Experience, will establish *The Els Club* as Dubai's premier luxury golf destination.