

GRAND BOULEVARD

— Sandestin® —

FOR IMMEDIATE RELEASE

CONTACT:

Angela Triplett, Public Relations Manager

Howard Group

850.654.9771

angela@howardgrp.com

Brooks Brothers Country Club Opens in Grand Boulevard

New retail concept is the first of its kind to open in the nation

Walton County, Fla., April 26, 2007 – Grand Boulevard at Sandestin® has announced the opening of Brooks Brothers Country Club on April 29. The latest opening within the new mixed-use town center, this 2,188 square-foot store will exclusively offer the company's complete offering of Brooks Brothers Country Club Collection sportswear and accessories. Designed for men and women, this focused line of clothing includes everything from blazers, shirts and trousers to shorts and socks.

Not limited for golf or tennis, this collection highlights the way Brooks Brothers designs casual wear and is reminiscent of the timeless American style for which they are known. Every item in the Country Club Collection exhibits extremely high-quality and attention to detail. The combination of luxurious fabrics, comfort and performance assures a specifically appropriate look, whether on the course or at the club. The design of the store will reflect a more casual, clubhouse atmosphere providing the perfect setting for displaying the company's sports-lifestyle collection.

"We are opening our first stores in resort markets which are both natural destinations for our existing customers and an opportunity to build relationships with new ones," stated Claudio Del Vecchio, Chairman and CEO.

The company has secured an extremely experienced and passionate team to open the new store. Mia Schroeder, local store manager for the Grand Boulevard location, has been fortunate enough to have a career involving her love of golf. Schroeder has been an area golf professional for over 11 years and is eager to utilize her extensive knowledge of the local area.

“Sandestin is the perfect location for the opening of the first Brooks Brothers Country Club because our target market is within this resort setting. For me, this is more than just a job at another retail store. I have the opportunity to use my experience and knowledge to build long lasting relationships with current and new customers,” stated Schroeder.

Frank Watson is also no stranger to golf or retail. Watson, local assistant manager for the Grand Boulevard location, has over eight years of experience in retail. A native of this region, Watson also understands the ever-changing customer base that the seasons bring, including the increasing number of visitors, residents and secondary homeowners.

“It’s great to see one of the most respected and long-standing companies such as Brooks Brothers continue to adapt to the evolving changes of customers and the market. It’s a perfect idea in a perfect location,” stated Watson.

The Brooks Brothers team has many plans to make a strong presence in the community including the upcoming Boeing Championship at Sandestin. The team will have an expo tent at the main entrance to the tournament on June 1 -3, with Brook Brothers Country Club products, catalogs and much more available.

In 1818, Henry Sands Brooks founded Brooks Brothers, the first ready-to-wear fashion emporium in America. Since then, the company as become an American icon that has shaped the style of dress through fashion innovation, fine quality, personal service, and exceptional value in their products. Since first introducing golf wear in the 1890s, Brooks Brothers has been the purveyor of the finest in men’s sportswear. Brooks Brothers has dressed generations of families, prominent and less famous, as well as political leaders, Hollywood legends, sports greats and military heroes.

Grand Boulevard is the new shop, work, play and stay town center being built in Northwest Florida. Based on the prominent mixed-use architectural model, when Grand Boulevard is completed, it will offer a dynamic lifestyle experience with convenient access to a multitude of exclusive shopping and dining options, entertainment, professional services, corporate offices and lodging. For more information, please call (850) 837-1886.

--END--