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DISTINCT SOFTWARE SOLUTIONS NAMED TROON AND TROON GOLF PREFERRED WEBSITE AND INTERNET MARKETING PARTNER

Scottsdale, Ariz. (January 31, 2017) – Austin, Texas-based Distinct Software Solutions (DSS) has been named the preferred website, email and internet marketing partner for Troon® and Troon Golf®. The designation follows an intensive review period in which DSS was selected based on its golf expertise, adaptation of new technology innovations, ease of use of its platform, ability to hyper-personalize online golfer communications and ultimately its reputation for excellent customer service.

“Distinct Software Solutions has expertise in online marketing strategies, embracing new technology and providing innovative solutions that our resort and daily fee facilities will leverage to retain and attract new customers,” said Kris Strauss, vice president, sales & marketing, Troon. “We are committed to bringing our operators the best solutions and our golfers the best experience in the industry. Distinct Software Solutions will continue to build upon and deliver on this commitment.”

The Distinct Software Solutions technology platform includes: responsive websites, email marketing, data-triggered CRM, and reputation management across social platforms. The marketing technology partner of choice for more than 2,500 golf courses worldwide, Distinct Software Solutions is an industry leader and proven marketing partner.

“We are proud to be the preferred internet marketing partner of Troon and specifically Troon Golf, and to drive and support marketing and revenue initiatives at their amazing portfolio of daily fee and resort golf facilities,” said Boots Crossley, senior vice president sales and customer success, Distinct Software Solutions. “Our relentless focus on innovation and client success have powered our growth. We look forward to continuing to deliver the best marketing tools in golf.”

Troon will begin to offer the DSS portfolio of website and internet marketing tools to Troon Golf courses beginning February 2017.

About DSS

Distinct Software Solutions is an Austin, Texas-based internet marketing leader and the preeminent digital marketing technology partner to golf courses worldwide. Specializing in online marketing and social reputation management, Distinct Software Solutions, serves more than 2,500 golf courses worldwide and has expanded its portfolio to serve additional industries including the restaurant industry. To find out more about Distinct Software Solutions, visit www.distinctsoftwaresolutions.com.

About Troon

Headquartered in Scottsdale, Ariz., Troon is the world’s largest golf management company, with more than 270 golf courses in its portfolio. Also specializing in homeowner association management, private residence clubs, estate management and associated hospitality venues, the company oversees operations at Troon Golf, Honours Golf, Troon Privé (the private club operating division of Troon) and Troon International properties located in 36 states and 31 countries. Additionally, there are 57 Troon affiliated properties featuring 79 courses that have been recipients of a “Top 100” ranking by national and international publications. Troon properties include Princeville Makai Golf Club, Kauai, Hawaii; Centurion Club, London, England; The Westin La Paloma Resort & Spa, Tucson, Ariz.; The Bay Club, Berlin, Md.; Prince’s Golf Club, Sandwich, England; and CostaBaja Golf Club, in La Paz, Mexico. For

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additional news and information, visit www.Troon.com, or connect with Troon on [Facebook](#), [Twitter](#), [Instagram](#), [Google+](#), [Blog](#), [Press Room](#), or subscribe to [Troon Golf & Travel](#).

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