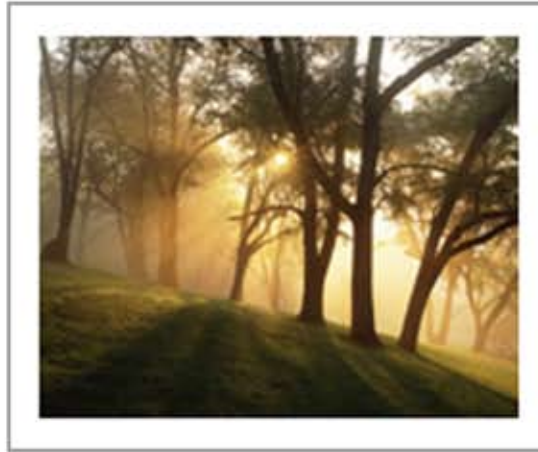


East West Partners Club Management is the club management division of East West Partners, a national real estate development and management company with major operations in North Carolina, Virginia, Colorado and Florida. Since 1973, East West Partners has developed and managed master planned communities, golf courses and other recreational facilities throughout the United States. Two of their managed properties, Peninsula Yacht Club in Cornelius, North Carolina and Seven Falls Golf & Country Club in Hendersonville, North Carolina installed ClubSoft in 2007 and 2008.

Ed Rehkopf, Director of Communication & Information commented on their partnership with ClubSoft, "East West Partners Club Management elected to partner with ClubSoft because of their club-savvy management team. They know the needs of club managers, and understand the importance and have the vision to move club technology toward business tools and away from a focus of mere business recording. I am bullish on our partnership and pleased ClubSoft has joined us in collaborating to build better strategic business tools for the club industry."

"There were three distinct features we liked most about ClubSoft during the evaluation process. First and foremost was its easy-to-use interface, exceptionally intuitive because it mimics the Microsoft programs we are all so accustomed to using in this day and age.



**"We elected to partner with ClubSoft because of their club-savvy management team."**

We immediately knew the training required for such a system would be simple for our staff. Second, ClubSoft offered the ability to double-click items in reports and drill down, providing an incredible level of detail to our staff at a click of the mouse. It was just what we had been looking for. Third, and perhaps the most impressive, was that in the few weeks between our first and second demonstration, ClubSoft implemented some of our wish list items discussed in our first meeting to preview their software.

Immediately, we became aware that ClubSoft was more than a leading-edge, technology provider. They were a hungry company focused on listening to its prospects and customers, with a genuine desire to help club managers make the most of their investment. And their experience in the private club industry provided the ideal background to do just that."

Ed added, "Clubs need to see more than profit and loss. They need to understand how and why they have profit or loss. Imagine every club manager as captain of a Boeing 747, with detailed insight into all of the gauges and moving parts from the virtual cockpit of their club management system. They have real time access to trends and opportunities for maintaining and increasing club profitability. To have these tools and information at your fingertips is a great asset indeed."