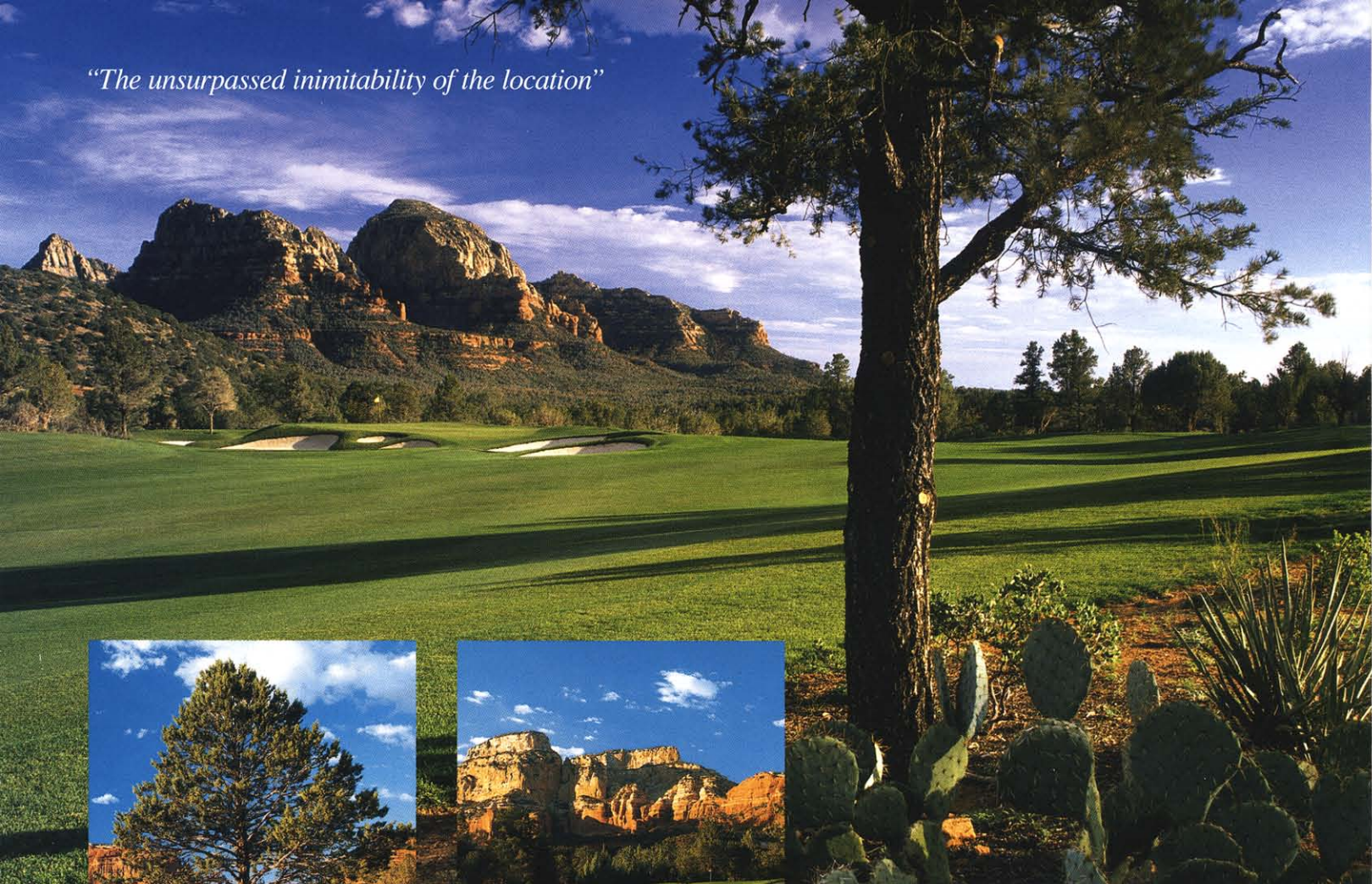


"The unsurpassed inimitability of the location"



Seven Canyons

S E D O N A

Many golfers and students of golf course architecture argue that the true mark of a great golf course is how many holes they remember after playing it for the first time.

At the spectacular and sublime Club at Seven Canyons, a new private course built by Tom Weiskopf just west of downtown Sedona, Ariz., and one hour and forty-five minutes from Phoenix Sky Harbor International Airport, the concern is not how many holes golfers will remember, it's how many images will be permanently etched into their long-term memory.

Very few courses impact the senses the way Seven Canyons does, but it's the sense of sight that takes center stage here. With colors and contrasts and backdrops that yield brilliant views in all directions, Seven Canyons is a visual fantasyland.

"When I first saw the property it took my breath away," says Weiskopf. "Words do not give Seven Canyons justice. The challenge was to create a golf course that looked like it had been here

for a hundred years, and that was the most compelling reason I accepted the assignment. It is one of my finest creations in terms of beauty and uniqueness. In addition to being perhaps the prettiest golf course in Arizona, it will put a premium on course knowledge and shot-making abilities."

The location is unlike anything in the world. Striking elevation changes among Sedona's red rock canyons, juniper covered flora, holes cut through a forest by the untouched Red Rock-Secret Mountain Wilderness area of Coconino National Forest and Weiskopf's flash and pot bunkering are only part of the story at the par 70, 6,746-yard course. While Merion, Pine Valley and Shinnicock Hills—all world-class courses, are all par 70s—Seven Canyons is arguably more memorable than the three of them combined.

Foster Friess serves as the chairman of Friess Associates, a Wilmington, Delaware-based organization which manages over \$10 billion in equities including Brandywine Fund and Brandywine Blue Fund. The mogul has acquired golf memberships around the world, but after joining The Club at Seven Canyons he couldn't help but toss out a few superlatives. "I'm a member at 24 private clubs around the world," says Friess, "and I've played Pebble Beach, Cypress Point and Pine Valley. The prettiest course I've ever seen is Seven Canyons in Sedona."

What is significant about Friess's statement is that the Pine Valley Golf Club reclaimed the top spot from Pebble Beach Golf Links on Golf Digest's ranking of America's 100 Greatest Golf Courses for 2003-2004. Cypress Point Club is No. 3.

While Seven Canyons' uncommon, natural beauty rewards the senses, the course itself offers a



Estancia afforded me the best views in golf, but Seven Canyons is more dramatic, the volume of beautiful golf is greater."

John Lang, who helped develop Estancia in the mid-1990's is a principal of Sedona Development Partners, LLC, along with Dave Cavan, president of Cavan Real Estate Investments of Scottsdale.

Lang has watched adults react to Seven Canyons like a four-year-old does on Christmas morning.

throw back, neoclassical and traditional test of golf, where strategic thinking is essential and shot-making skills are rewarded.

When you consider the facts carefully, there is only one Sedona in the world. And since Seven Canyons is the only private golf club in Sedona, the experience will never be replicated. Put the two together and a rare, but fleeting, opportunity currently exists.

For Merrill Oster, president of Oster Dow Jones, a Lon Bard, Ill.-based company, his love affair with Seven Canyons was instantaneous. The communications guru bought a founding membership after seeing the property before the course was built. "I was stunned by the natural beauty of the property and became immediately interested in the project," says Oster, who also owns memberships at Estancia and Whisper Rock in Scottsdale.

"The golf course only added to the beauty," says Oster. "The contrast of the green grass and the cedars to the red rocks make it a visual extravaganza."

Not long ago Oster invited Ken Willig to play Seven Canyons. The cronies often play The Mirabel Club in Scottsdale, where Willig is a member. "Ken told me if he had the chance to walk across the street and play Pebble Beach or drive two hours and play Seven Canyons," says Oster, "he'd play Seven Canyons."

Oster, who has traveled the world in search of great golf, describes Seven Canyons. "The closest thing I've ever seen to it is Estancia," he says proudly. "I thought my membership at

"It's the only real estate product I've ever seen that commands this type of attention," says Lang. "For a private club experience this will never be replicated—it's truly one of a kind."

The club will have only 395 members. Nearly a third has already been sold. Lang said the limited membership structure is designed to provide an experience unlike any other in the state. The private community will also include 30 custom home sites and 12 custom casitas reserved for visiting golf club members and their guests, and 74 private residences to be sold on a fractional basis.

For those people who really want something unusual, something really special, Seven Canyons is one course they need to see and play. Because they will, without a doubt, remember every hole.

For more information call Seven Canyons at 1.866.367.8844 or visit www.sevencanyons.com.