

LEXINGTON GOLF & COUNTRY CLUB DEBUTS APP TO ENHANCE MEMBERS AND GUESTS EXPERIENCE

The app delivers an exceptional club digital experience for members, guests, and day visitors.

Lexington, Va. – Lexington Golf and Country Club and Up to Par Management, the company behind golf operations at the Lexington Golf and Country Club, announced today the launch of their mobile app, available for Android and iOS. This all-new mobile experience offers users the ability to book tee times, post scores and share scores, redeem special offers, receive promotions, sign up for tournaments, order meals, make reservations, and more. The app is free in both the AppStore and Play Store.

Up to Par Management, in partnership with Gallus Golf, seeks to help players find their next round and complement their golf experience in the digital realm. With the app, users will be able to discover even more about the club, by finding open times, upcoming events, inviting friends, and more.

“This app will allow us to reach even more golfers visiting the Lexington area as well as give our members an easier way to enjoy their time on the course.” said Bret Garrison, General Manager at the Lexington Golf & Country Club. “We are extremely excited to embrace this kind of club technology.”

The Lexington Golf and Country Club App features:

- Streamlined food ordering from the Pool, the Golf Course or your way home from work.
- Innovative live-scoring for tournaments and events

- Enhanced booking process
- Simplified tournament management
- Golfer insights
- Push messaging
- Social sharing

“Members and guests will be able to see their scores quicker and share them with their friends on social media. What is even more exciting is being able to offer tournament groups live-scoring during their events,” said Garrison.

The app can be downloaded here:

<https://manager.gallusgolf.com/DownloadApp/1083/Lexington-Golf--Country-Club>

For more than 100 years, generations of families have enjoyed the Lexington Golf & Country Club. The club features an 18-hole golf course known as the Jewel of the Valley, four tennis courts, a short game facility, a junior Olympic swimming pool, a newly renovated restaurant, and a banquet venue. More information about the club, including our membership options, private events and tee time reservations, can be found at www.lexingtongolfandcountryclub.com

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About Up to Par Management:

Based in Lexington, Va., Up to Par manages golf courses, country clubs and hotels throughout the United States. The Up to Par portfolio includes golf and country clubs in Virginia, resort golf courses in Virginia and West Virginia, and the historic Robert E. Lee Hotel in Lexington, Va. To learn more about Up to Par Management, visit uptoparmanagement.com.

About Gallus Golf:

Gallus Golf strengthens the relationship between golf course and customer through their marketing and technology tools. They are the leader in building branded golf communities, increasing customer loyalty, and delivering customer experience solutions. To learn more, visit <https://gallusgolf.com/>.