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LakePoint Sporting Community & Town Center - a state-of-the-art commercial, retail and mixed-use development closes on 1,200+ acres of land in Emerson, GA

EMERSON, GA (August 18, 2011) – LakePoint Sports closed this week on more than 1,200 acres to build the LakePoint Sporting Community & Town Center in Bartow County. The property which runs about 3 miles of Interstate 75, within the City of Emerson, with two full diamond interchange exits will be home to the ultimate youth sports destination in America and perhaps the world. The LakePoint Sporting Community & Town Center project includes a 300± acre sports complex, which will be the center of the LakePoint Sporting Community. Project development partners include Bobby Cox, former manager of the Atlanta Braves, Ned Yost, Manager, Kansas City Royals and Fredi Gonzalez, Manager, Atlanta Braves.

The planned development will include:

- ◆ 16 tournament Baseball Fields
- ◆ 14 Tournament Lacrosse / Soccer Fields
- ◆ FIFA II Certified Field for NCAA and International Soccer Events
- ◆ 118,000 SF Indoor Sports Pavilion for Lacrosse, Soccer, Wrestling, Baseball, Volleyball, Gymnastics and Cheerleading
- ◆ Over 1 Million SF of Mixed-Use / Retail with Approximately 20 Restaurants
- ◆ Approximately 1,500 Hotel Rooms On Site

LakePoint Sporting Community & Town Center will be home to two major tenants. Perfect Game, USA, the “gold standard” resource for baseball recruiting for collegiate, minor and major league scouts. Braveheart, LLC, a joint venture between LB3 Lacrosse, one of the nation’s premier organizers of Lacrosse camps, clinics and tournament travel teams, and North Atlanta Soccer Association (NASA), the largest youth soccer organizations in the Southeast.



“LakePoint promotes a healthier youth,” said Bobby Cox, development partner of LakePoint Sporting Community & Town Center and former Atlanta Braves Manager. “After all our youth are the future and this project will have a two-fold positive effect not only for economic stimulus, but also the physical and developmental well-being of our youth,” said Cox.

LakePoint’s sports complex will produce approximately 2,400 jobs, while the entire development at full build out is projected to produce up to 26,000 jobs, making the new development one of the largest employers in the Northwest Georgia Region. Perfect Game USA is moving its 50+ person headquarter operation from Cedar Rapids, IA to Bartow County, GA.

The privately-funded LakePoint project was funded with a number of capital partners, including Hibernian Pacific Holdings, LLC. LakePoint will not only host hundreds of baseball tournaments, but also lacrosse and soccer tournaments for approximately 10 out of 12 months per year.

The first pitch, kick and shot are slated for 2013.

About LakePoint Sporting Community & Town Center

Bartow County and the City of Emerson will become the unparalleled sports destination in the US with the development of LakePoint Sporting Community & Town Center. The development will include a 300± acre sports complex at the center of a 1,400± acre commercial, retail and mixed-use community.

The privately-funded project, will host baseball, fast-pitch softball, lacrosse and soccer tournaments year-round. The development will also include a 114,000 SF indoor facility for wrestling, cheerleading, gymnastics and volleyball. To learn more about LakePoint Sporting Community & Town Center, please click on www.lakepointsports.com. Like us on Facebook at <http://www.facebook.com/lakepointsports>.

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