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IMI and Nike Golf Announce New Strategic Partnership

Greenville, S.C. – IMI and Nike Golf today announced a strategic business partnership that will facilitate additional opportunities for these two highly respected companies to cross-market products and services to an increasingly broad base of upscale clients.

IMI, founded in 1990, is a proven leader in the sales and marketing of luxury real estate in North America. Nike is arguably the most recognized and respected sports brand in the world and its golf company has quickly established as one of the major players in the industry. By working together, both business entities expect to improve their ability to better serve clients while also targeting future customers.

The majority of luxury resort communities that IMI represents offer one or more championship golf courses as featured amenities. Because the majority of IMI's real estate clients enjoy the game of golf and the country club lifestyle that surrounds the sport, the company continues to align itself both with professional golfers and professional golf events.

“For these reasons and several others, we felt that having a strategic golf equipment company partner could deliver great benefits to our company and to our customers,” said Mike Collins, CEO and co-founder of IMI. “We truly believe this will be a mutually beneficial alliance for both parties and are thrilled to be teaming up with one of golf's leading equipment manufacturers.”

Nike Golf offers a full line of golfing products, including clubs, bags, balls, footwear, apparel and accessories. Giving IMI's clients the opportunity to demo the latest products, to be custom-fit for clubs or to have their golf swing analyzed on Nike's state-of-the-art equipment will elevate the overall experience for those attending an IMI-hosted event. This strategic alliance may also result in the use of Nike's Mobile Pro Shop or Tour Van at various IMI lifestyle events, in addition to using Nike Golf's premium products for the company's numerous promotional needs, client gifts and golf tournament amenities.

“We view this announcement as an exciting and progressive step for both Nike Golf and IMI,” said Cindy L. Davis, U.S. General Manager for Nike Golf. “Through this relationship, Nike Golf will be able to further expose its brand and products to IMI's influential base of customers. In turn, those customers will have the opportunity to fully

explore and discover the performance benefits of the Nike Golf products that already have won ten times on the PGA Tour this year.”

IMI currently sponsors 21 professional golfers who compete on the PGA, Champions and Nationwide Tours. The company also plays host to several premier lifestyle events affiliated with the game including an exceptional hospitality offering each year for over 1,500 clients and customers at the AT&T National Pro-Am at Pebble Beach. Dozens of real estate developers, IMI Tour professionals and special guests attend IMI’s annual Lowcountry Boil, a Ryder-Cup style golf tournament held at Secession Golf Club in Beaufort, S.C. And IMI participates as a sponsor of a variety of charity golf events including Hootie and the Blowfish’s hugely successful Monday After the Masters Pro-Am.

Nike Golf will enjoy increased opportunities to reach IMI’s affluent real estate customers through direct product placement at these events and others, as well as through a variety of cross-marketing initiatives that are anticipated to be undertaken with IMI’s Affinity Database – a major component of the company’s continually expanding technology division.

Nike Golf is the most recent addition to a distinguished group of IMI strategic partners, which includes high-end audio visual retailer Bang & Olufsen, Citation Shares private jet fractional ownership company, Far Niente vintners, Links magazine, Nicklaus Design, Wachovia Securities and strategic development partners The Cliff’s Communities and Ginn Clubs & Resorts.

Company information:

Nike Golf, located in Beaverton, Ore., designs and markets golf equipment, apparel, balls, footwear, bags and accessories worldwide. Nike Golf is passionately dedicated to honoring and respecting the traditions and heritage of the game while also providing committed golfers with the absolute best equipment in the game. For more information on Nike Golf, visit www.nikegolf.com.

IMI is headquartered in Greenville, S.C., and specializes in the sales and marketing of luxury resort real estate in the most desired destinations throughout the U.S., Mexico and the Caribbean. Since 1990, IMI has introduced thousands of clients to opportunities for real estate and ownership in some of the greatest places in North America, from beachfronts to mountaintops to towering penthouses in the city. For more information about the company and its offerings, visit IMI’s Web site at www.imiliving.com.

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