



Welcome to the 2013 RBC Heritage.

We are excited to celebrate the 45th anniversary of the tournament. RBC along with our partners the Heritage Classic Foundation, Boeing, the PGA TOUR and many other sponsors, are proud to provide an entertaining and memorable event for everyone to enjoy.

From the cannon firing to start the tournament, to the presentation of the Sir William Innes trophy, from the plaid jackets, to the iconic Harbour Town lighthouse, the RBC Heritage is steeped in tradition and celebrations that make this tournament a favorite for players and fans alike. We hope you have the chance to interact with your golf heroes, enjoy walking along the beautiful grounds and take home some terrific memories in the process.

To mark this year's milestone celebration, we have gathered a strong field of PGA TOUR professionals including 2011 champion Brandt Snedeker, Luke Donald, Graeme McDowell, Matt Kuchar, 2012 British Open champion Ernie Els and Jim Furyk, the 2010 Heritage Champion to name just a few. In addition to watching the world's top golfers hit amazing drives, overcome difficult shots and sink impossible putts, we encourage you to check out the RBC Fan Experience and participate in some of the interactive activities located within the Heritage Lawn area.

The RBC Heritage is more than just a golf tournament. We know how instrumental it is in supporting the local economy as well as raising funds for community programs and charities in the region, and we want to thank you, our patrons, for your continued support and enthusiasm. It goes without saying that the tournament would not be possible without the unwavering support and commitment of South Carolina Governor Nikki Haley and Hilton Head Mayor Drew Laughlin.

On behalf of the 80,000 RBC employees around the world, we hope you enjoy this week's activities as you watch some of the best players in the world compete for this great championship.

Yours truly,

A handwritten signature in black ink, appearing to read "Gordon Nixon".

Gordon Nixon
President and Chief Executive Officer,
RBC



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Dear Friends,

On behalf of the people of South Carolina, Michael and I are pleased to welcome you to the RBC Heritage Presented by Boeing at the Harbour Town Golf Links.

With a golf history spanning over 225 years, the Palmetto State has long established itself as the golf capital of the South. Today, South Carolina boasts over 380 public courses statewide, a testament to our continuing golf legacy. One of the greatest driving forces behind this rich legacy, and our success as a premier golf destination, is the RBC Heritage Presented by Boeing.

Since 1969, the Heritage golf tournament has had a tremendous impact on tourism in South Carolina, bringing in over a hundred thousand spectators to the Hilton Head area each year. As its fan base has grown, so has its media coverage, reaching millions of households all over the world.

In addition to its profound impact on tourism, the RBC Heritage has also proven itself as an invaluable networking venue for local, national, and international business leaders. The natural beauty of the Lowcountry, our famed Southern hospitality, and the excitement of watching the PGA TOUR's finest compete come together to create an ideal setting and unique opportunity for hosting business prospects and building new business relationships.

Whether you are here with family, friends, or business colleagues, I am confident that you will quickly discover why South Carolina is a great place to live, work, and play. The RBC Heritage is a prime example of why every day is a *Great Day in South Carolina*. God bless.

My very best,

Nikki R. Haley
 Governor
 State of South Carolina





The Town of Hilton Head Island Welcomes You

Dear Friends of the RBC Heritage,

Greetings, and welcome to Hilton Head Island! I am honored to have you as our guests and equally honored to play host to one of the greatest traditions and most prestigious tournaments in the game of golf...the RBC Heritage!

When the 45th annual RBC Heritage Presented by Boeing begins, the world will be watching as the top players take on one of the most revered golf courses in the world, selected by the PGA TOUR professionals as one of their favorites... Harbour Town Golf Links.

Title Sponsor, Royal Bank of Canada and Presenting Sponsor, Boeing continue to invest in what has become one of golf's most notable tournaments. We expect this year's tournament to be a great success for RBC and Boeing, and we anticipate 135,000 fans will attend the event. CBS and Golf Channel are televising 15 hours of live coverage.

Not only does the RBC Heritage represent the passion, sportsmanship, and excitement of the game of golf, but the tournament has become one of the most charitable stops on the PGA TOUR. Over the years, more than \$23 million in charitable donations have made a positive impact on area non-profits through the generous support of the Heritage Classic Foundation. These numbers represent the greatest value of the tournament.

We owe a debt to the many people whose hard work and dedication to this tournament not only make it possible, but make it the premier event that it is.

Thank you to the staff of the Heritage Classic Foundation, to the 1,200 volunteers who work throughout tournament week, and to the loyal sponsors who make it happen.

Whether you are a spectator, player, sponsor, or volunteer, we greatly appreciate your participation in this year's RBC Heritage. Enjoy your stay and come back again!

Sincerely,



Drew A. Laughlin, Mayor
Town of Hilton Head Island



The Heritage Classic Foundation

Thank you for attending the 45th Annual RBC Heritage Presented by Boeing. As General Tournament Sponsor, the Heritage Classic Foundation serves as the operation and financial oversight group for the RBC Heritage. The Foundation also distributes all charitable funds generated from the tournament. Donations have grown from \$139,000 in 1987 to \$1.6 million in 2012 – more than \$23 million in all.



Scholar Program

The Heritage Classic Foundation is proud to award annual scholarships to area high school seniors. All of the students not only achieve superior academic records, but they also demonstrate outstanding leadership in their schools and communities.

Currently, 60 students are receiving grants at an expenditure of \$278,000. A grand total of \$3,279,600 has been awarded to 252 students since the program began in 1993.

Birdies for Charity

Birdies for Charity is a fun way for golf fans to contribute to charity while following the PGA TOUR pros as they play in the RBC Heritage.

Each participating charity receives every penny of the donations from this program, plus the Heritage Classic Foundation contributes an additional 20% match. Since the program began in 2000, \$3.6 million has been distributed to more than 50 charitable groups.

Concession Stands

Nine concession stands are located along the Harbour Town Golf Links during tournament week. Volunteers man each of the stands. The organizations they represent receive all of the profits. In 2012, nine groups shared \$226,052.

Scott Richardson
2013 Honorary Chairman
Heritage Classic Foundation



The PGATOUR, its players, partners, sponsors, fans and volunteers of the RBC Heritage, team up off the golf course to contribute millions of dollars to local charities. At the PGATOUR we believe in working together to help others. To be a part of the TOUR team contact the RBC Heritage or visit PGATOUR.COM.

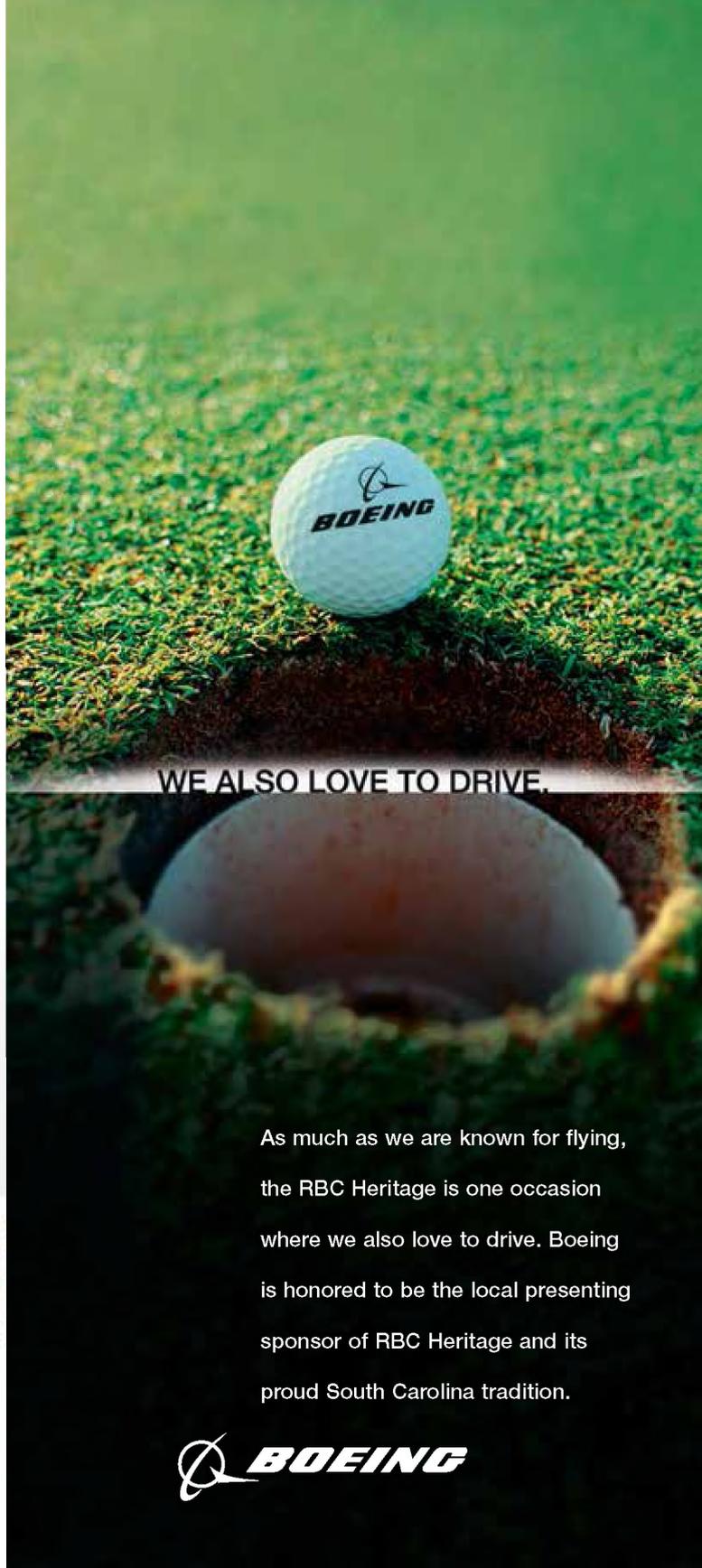


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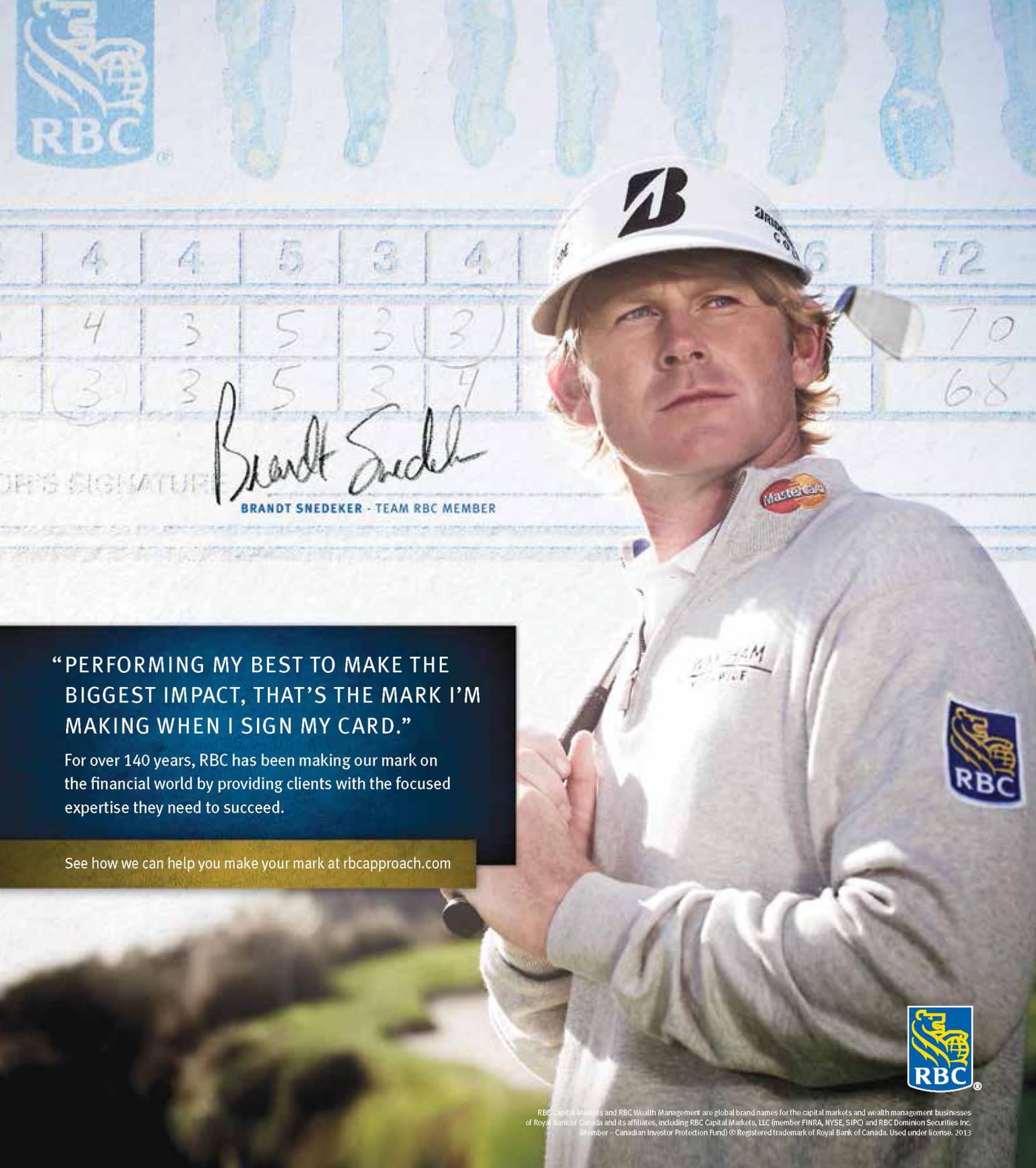
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WE ALSO LOVE TO DRIVE.

As much as we are known for flying, the RBC Heritage is one occasion where we also love to drive. Boeing is honored to be the local presenting sponsor of RBC Heritage and its proud South Carolina tradition.





4	4	5	3	4	6	72
4	3	5	3	(3)		70
(3)	3	5	3	4		68

Brandt Snedeker
 BRANDT SNEDEKER - TEAM RBC MEMBER

DR'S SIGNATURE

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Schedule of Events



MONDAY, APRIL 15

Parade & Opening Ceremonies..... 12:00 noon
 (Harbour Town Golf Links, 18th Green)
 Monday Pro-Am Presented by Boeing..... 11:30 am
 (Harbour Town Golf Links, 1st & 10th Tee)

TUESDAY, APRIL 16

Pro Practice Round..... All Day
 Coca-Cola Youth Day All Day
 Putting Contest 3:00 - 4:00 pm
 (Putting Green)

WEDNESDAY, APRIL 17

RBC Heritage Pro-Am..... 7:00 am
 (Harbour Town Golf Links, 1st and 10th Tee)

THURSDAY, APRIL 18

First Round, RBC Heritage 7:10 am
 (Harbour Town Golf Links, 1st and 10th Tee)
 Live on The Golf Channel..... 3:00 - 6:00 pm

FRIDAY, APRIL 19

AUTISM AWARENESS DAY

Second Round, RBC Heritage 7:10 am
 (Harbour Town Golf Links, 1st and 10th Tee)
 Live on The Golf Channel..... 3:00 - 6:00 pm

SATURDAY, APRIL 20

Third Round, RBC Heritage 9:00 am
 (1st Tee)
 Tartan Day..... 12:00 - 2:00 pm
 (Heritage Lawn)
 Live on The Golf Channel..... 1:00 - 2:30 pm
 Live on CBS Sports 3:00 - 6:00 pm
 Concert on the Lawn after play - 8:00 pm
 (Heritage Lawn)

SUNDAY, APRIL 21

Church Service 7:30 am
 (Harbour Town Golf Links, 18th Green)
 Final Round, RBC Heritage..... 9:00 am
 (Harbour Town Golf Links, 1st Tee)
 Live on The Golf Channel..... 1:00 - 2:30 pm
 Live on CBS Sports 3:00 - 6:00 pm
 *all times subject to change



Champions of the Past



1969
ARNOLD PALMER

68-71-70-74-283, \$20,000



1970
BOB GOALBY

74-70-70-66-280, \$20,000



1971, 1973 & 1994
HALE IRWIN

1971 68-73-68-70-279, \$22,000
1973 69-66-65-72-272, \$30,000
1994 68-65-65-68-266, \$225,000



1972 & 1974
JOHNNY MILLER

1972 71-65-75-70-281, \$25,000
1974 67-67-72-70-276, \$40,000



1975
JACK NICKLAUS

66-63-74-68-271, \$40,000



Champions of the Past



1976 & 1978
HUBERT GREEN

1976 68-67-66-73-274, \$43,000
1978 70-70-70-67-277, \$45,000



1977
GRAHAM MARSH

65-72-67-69-273, \$45,000



1979 & 1982
TOM WATSON

1979 65-65-69-71-270, \$54,000
1982 69-68-72-71-280, \$54,000



1980
DOUG TEWELL

69-66-72-73-280, \$54,000



1981
BILL ROGERS

71-69-68-70-278, \$54,000



Champions of the Past



1983 & 1986
FUZZY ZOELLER

1983 67-72-65-71-275, \$63,000
1986 68-68-69-71-276, \$81,000



1984
NICK FALDO

66-67-68-69-270, \$72,000



1985
BERNHARD LANGER

68-66-69-70-273, \$72,000



1988
GREG NORMAN

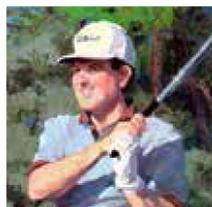
65-69-71-66-271, \$126,000



1989 & 1990
PAYNE STEWART

1989 65-67-67-69-268, \$144,000
1990 70-69-66-71-276, \$180,000

Champions of the Past



1993
DAVID EDWARDS

68-66-70-69-273, \$202,500



1995
BOB TWAY

67-69-72-67-275, \$234,000



1996
LOREN ROBERTS

66-69-63-67-265, \$252,000



1997
NICK PRICE

65-69-69-66-269, \$270,000



1999
GLEN DAY

70-68-70-66-274, \$450,000



Champions of the Past



2001
JOSE COCERES

68-70-64-71-273, \$630,000



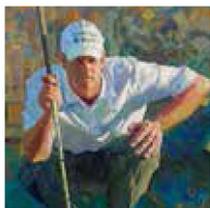
2002
JUSTIN LEONARD

67-64-66-73-270, \$720,000



1987, 1991, 1992,
1998 & 2003
DAVIS LOVE III

1987 70-67-67-67-271, \$117,000
1991 65-68-68-70-271, \$180,000
1992 67-67-67-68-269, \$180,000
1998 67-68-66-65-266, \$342,000
2003 66-69-69-67-271, \$810,000



2000, 2004
STEWART CINK

2000 71-68-66-65-270, \$540,000
2004 72-69-69-64-274, \$864,000



2005
PETER LONARD

62-74-66-75-277, \$936,000

Champions of the Past



2006
AARON BADDELEY

66-67-66-70-269, \$954,000



2007, 2008
BOO WEEKLEY

2007 67-69-66-68-270, \$972,000
2008 69-64-65-71-269, \$990,000



2009
BRIAN GAY

67-66-67-64-264 \$1,026,000



2010
JIM FURYK

67-68-67-69-271, \$1,026,000



2011
BRANDT SNEDEKER

69-67-72-64-272, \$1,026,000



2012
CARL PETTERSSON

70-65-66-69-270, \$1,026,000

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18 Holes.
1 Health Challenge.



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of a photo with Sir Willie, to be displayed
on the jumbotron.

Pick up your **FREE PEDOMETER*** at the
Hilton Head Regional Healthcare booth
in the Heritage Expo Village, and start
walking. We'll award one person each
day of the tournament.



Hilton Head Hospital | Coastal Carolina Hospital
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coastalhospital.com
hiltonheadregional.com

Must be 18 years or older. See additional rules at the Expo tent.

*Free pedometers will only be given out Thursday - Sunday.

Some people take vacations
so they can sleep in.

THE FEDEXCUP: HOW IT WORKS

257

Players accumulate FedExCup points based on their tournament performance throughout the 33 week, 36 event PGA TOUR season. In 2012, 257 players accumulated FedExCup points throughout the PGA TOUR Season.

125

The top 125 players from the PGA TOUR season qualify for The Barclays, the first event of the FedExCup Playoffs.

100

The top 100 advance to the second FedExCup Playoff event, the Deutsche Bank Championship.

70

The top 70 advance to the third FedExCup Playoff event, the BMW Championship.

30

The final 30 players qualify for the TOUR Championship by Coca-Cola and a chance to win the FedExCup.

ONE FEDEXCUP CHAMPION

5

At the TOUR Championship by Coca-Cola the top five players will control their own destiny. A win here and they will be crowned the FedExCup Champion.



PGA TOUR SEASON



FEDEXCUP PLAYOFFS

Can you imagine?

Cherokee Valley Golf Club #15, Travelers Rest

I guess I understand. People are tired and vacation is their time to rest. But if you ask me, there's nothing better than being out here as the sun rises over a mountain ridge and paints a misty valley, or adds a golden glow to an ocean-side fairway. For me, that's the perfect start to a vacation day. And if you think there's a better place to be at dawn than on a South Carolina golf course, you really are dreaming.

South Carolina
Just right. 

SouthCarolinaGolf.com

In 2013 the PGA TOUR continues with the seventh year of the season-long points competition, the FedExCup. It once again promises weekly drama as the excitement builds throughout the year. Spanning a total of 33 weeks, the FedExCup has given the sport a defined season, postseason and season-long champion.

Who will join Brandt Snedeker, Bill Haas, Jim Furyk, Vijay Singh and Tiger Woods and have their name etched in history?

Follow the action as the 2013 season unfolds. For FedExCup information, current points standings and more visit PGATOUR.COM



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Hole

1



Green Depth: 24 yards

A straight drive is imperative to stay between overhanging branches in a chute only 20 yards wide, but the fairway opens up at the landing area. A short or medium iron should reach a green protected by both sand and grass bunkers.

Par

4

410 YARDS



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Hole

2



Green Depth: 27 yards

Long hitters can reach the green in two if they keep the drive on the left side of the fairway. Otherwise, the second shot should be positioned down the left side to open up the green, which lies on a diagonal, for the third shot.

Par

5

502 YARDS



Hole

3



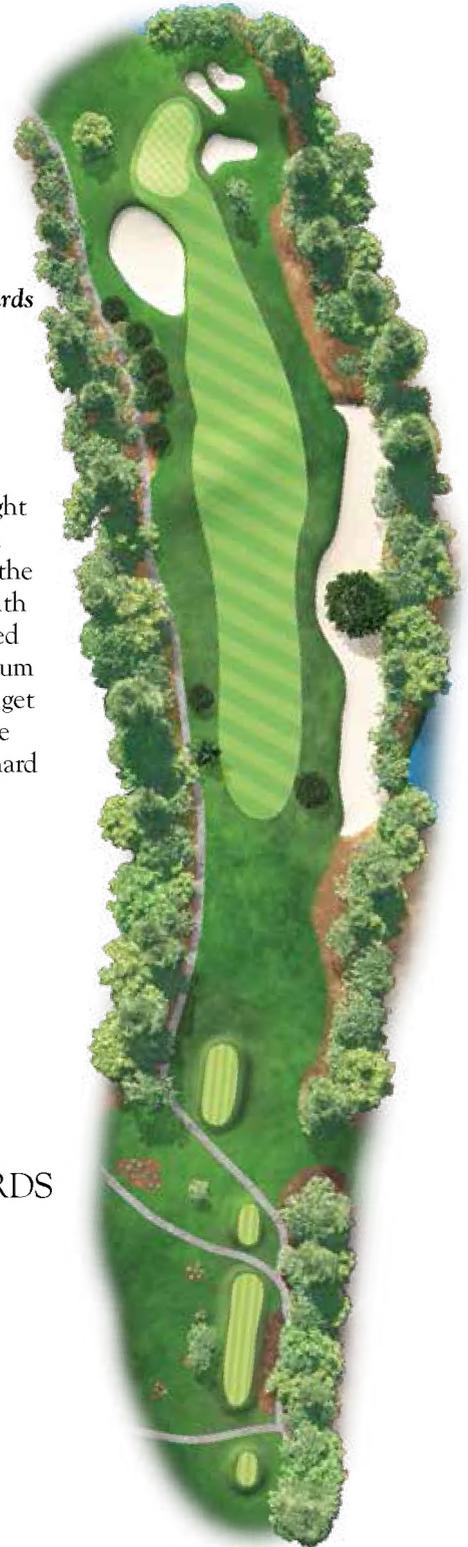
Green Depth: 30 yards

Trees line both sides of the fairway, necessitating a straight shot from the tee. A large bunker guards the front of the green with three more positioned to the right. A medium to short iron should get the job done, but the small green can be hard to hold.

Par

4

469 YARDS





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Nestled inside of Sea Pines is a hidden jewel - Sea Pines Country Club. A vibrant lifestyle choice, the Club offers an unparalleled golfing experience on four great courses including the fabled Harbour Town Golf Links. Added amenities include eight Har-Tru tennis courts, a full service fitness center, and indoor and outdoor swimming pools. Dining is refreshing and creative in the newly decorated Clubhouse. All set in an idyllic Lowcountry location. An extensive social calendar includes an award winning wine program and numerous unique events throughout the year to compliment your ultimate life experience. We invite you to discover the secret.

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www.seapinescountryclub.com



Hole

4

Green Depth:
27 yards



A classic Pete Dye risk/reward design.

There is ample room on the right to bail out, and a hidden bunker behind the green can save your ball from a hungry lagoon.

Par

3

200 YARDS



Setting the Pace for Supply Chain Solutions.



Hole

5



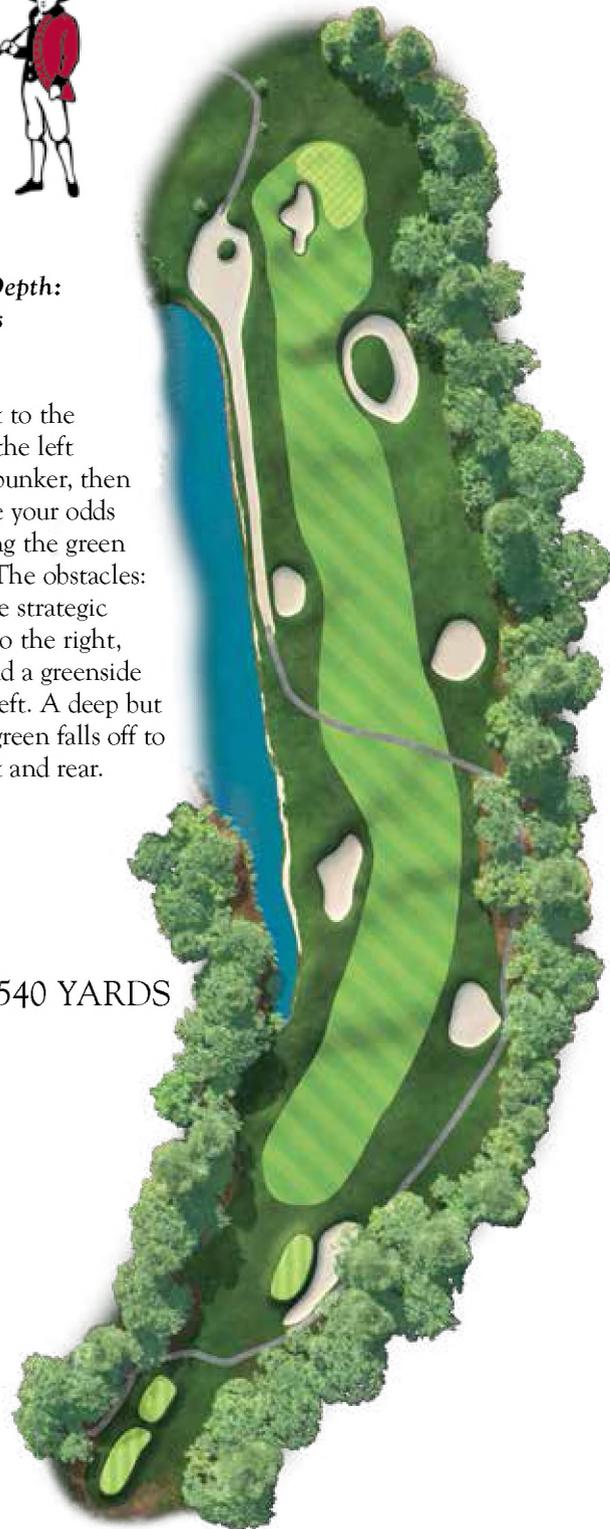
Green Depth:
30 yards

Aim just to the right of the left fairway bunker, then calculate your odds of making the green in two. The obstacles: a massive strategic bunker to the right, water and a greenside bunker left. A deep but narrow green falls off to the right and rear.

Par

5

540 YARDS



Keep Your Ears on the Ball!



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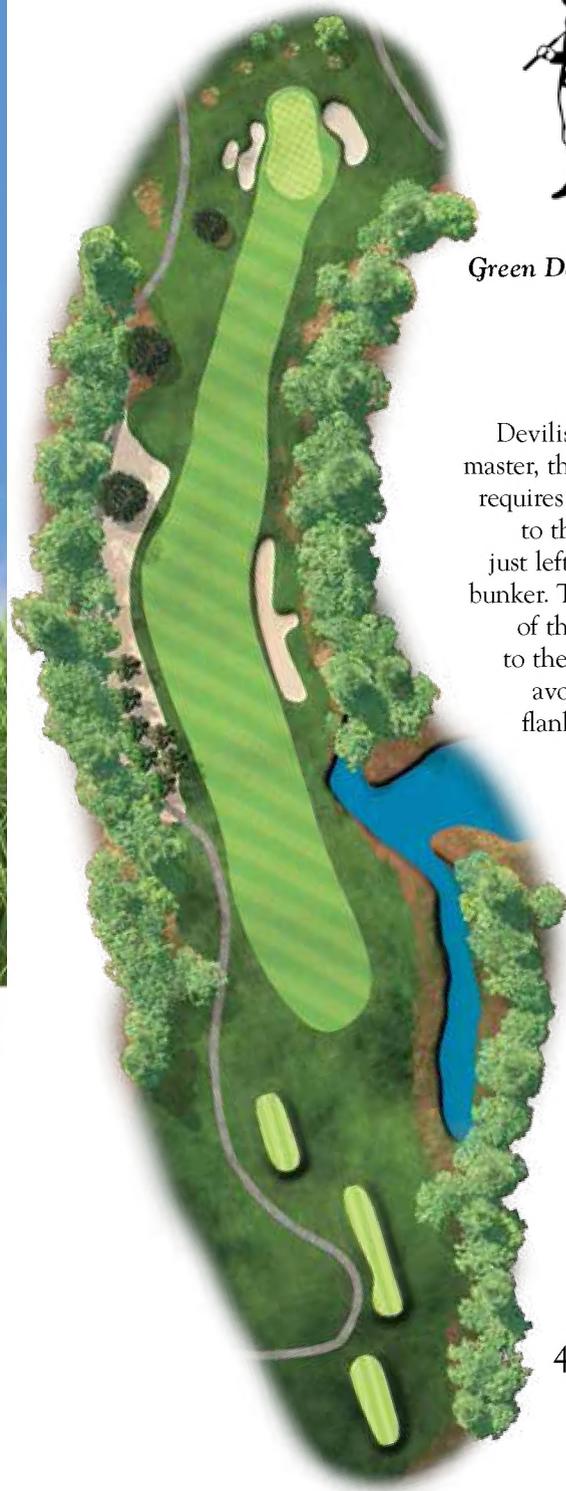


Hole

6

Green Depth: 32 yards

Devilishly difficult to master, this dogleg par 4 requires a precise drive to the middle right just left of the fairway bunker. Take advantage of the open avenue to the flag and try to avoid the bunkers flanking the green.



Par

4

419 YARDS



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Hole

7



Green Depth:
35 yards

The green is surrounded by sand, but the real hazards here are the trees. They will reject any off-line shot and make a successful recovery very tricky. The green is narrow but deep, and pin placement can affect club selection.

Par

3

195 YARDS



Location, Location, Location!

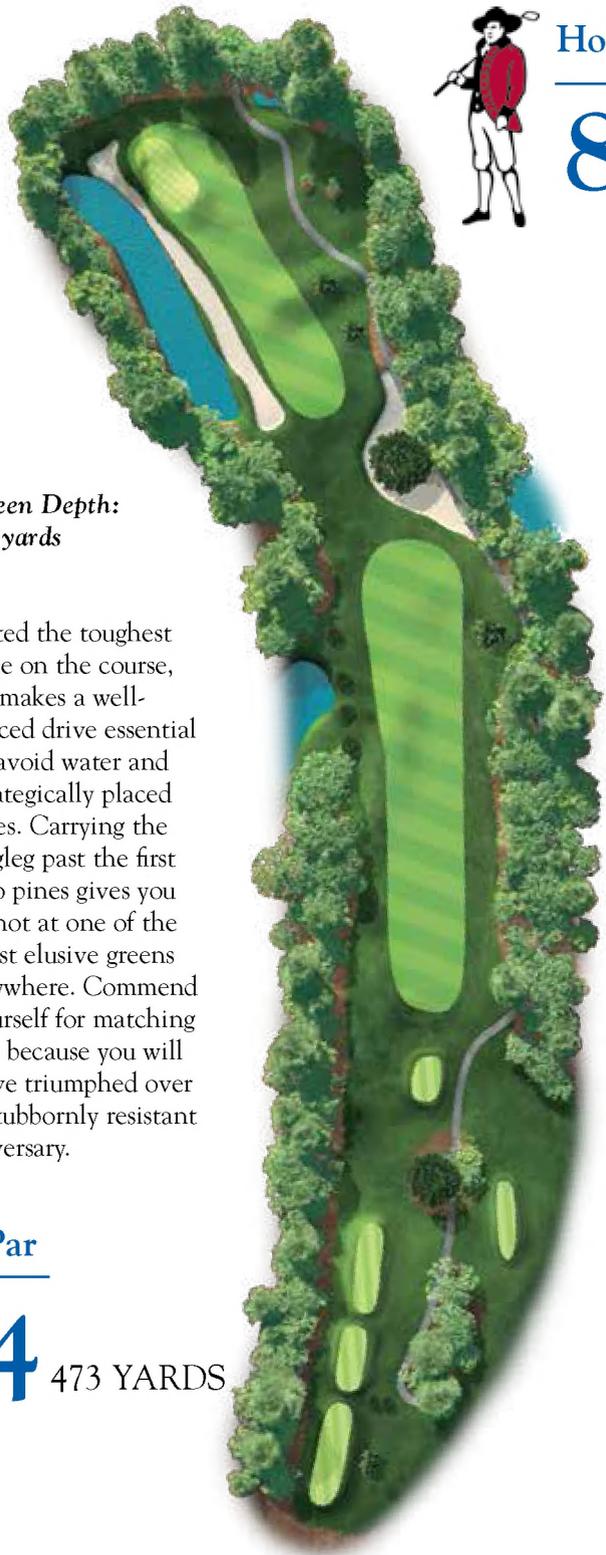
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Hole
8



Green Depth:
29 yards

Rated the toughest hole on the course, #8 makes a well-placed drive essential to avoid water and strategically placed trees. Carrying the dogleg past the first two pines gives you a shot at one of the most elusive greens anywhere. Commend yourself for matching par because you will have triumphed over a stubbornly resistant adversary.

Par

4 473 YARDS

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Hole

9



Green Depth: 23 yards

Placement is more important than power on this short but deceptive par 4. Drive to the middle of the fairway and avoid battling trees on your approach. The heart-shaped green is protected both in front and behind by sand.

Par

4

332 YARDS





RBC and Golf



Many business deals, partnerships and agreements have been struck while on the golf course. And it seemed only fitting that as one of North America's leading diversified financial services companies, RBC could build client and business relationships through the sport of golf.

RBC sees golf as a sponsorship property

that perfectly complements our marketing and business objectives. By leveraging high-profile relationships with the PGA TOUR, Golf Canada, as well as being associated with some of the biggest and most recognizable names in the game, we could build our brand, create unique hosting experiences for our clients and increase RBC's profile internationally.

With that strategy in mind, RBC is the title sponsor of the RBC Heritage and the RBC Canadian Open, Canada's National Open Championship. To complement these tournament sponsorships, we also signed on to be the Official Banking and Financial Services partner of touring professionals Brandt Snedeker, Luke Donald, Graeme McDowell, Matt Kuchar, Ernie Els, Hunter Mahan, Jim Furyk, Stephen Ames, Mike Weir, David Hearn, Graham DeLaet and Morgan Pressel.

In partnership with Golf Canada, RBC also supports emerging Canadian golfers through grassroots developmental programming, the Canadian Amateur Golf Championship and high performance national team. By forming strategic partnerships, we believe in building a strong foundation for our amateur athletes to succeed on the world stage. Outside of golf, RBC supports amateur sport from grassroots programs in local communities to national sport associations.



Visit the new Social Media Lounge on the 17th Hole!



Visit us at our new Social Media Lounge on the 17th Hole to share your experiences, create some memories and get all the latest Hilton Head Island Insider Travel Information.

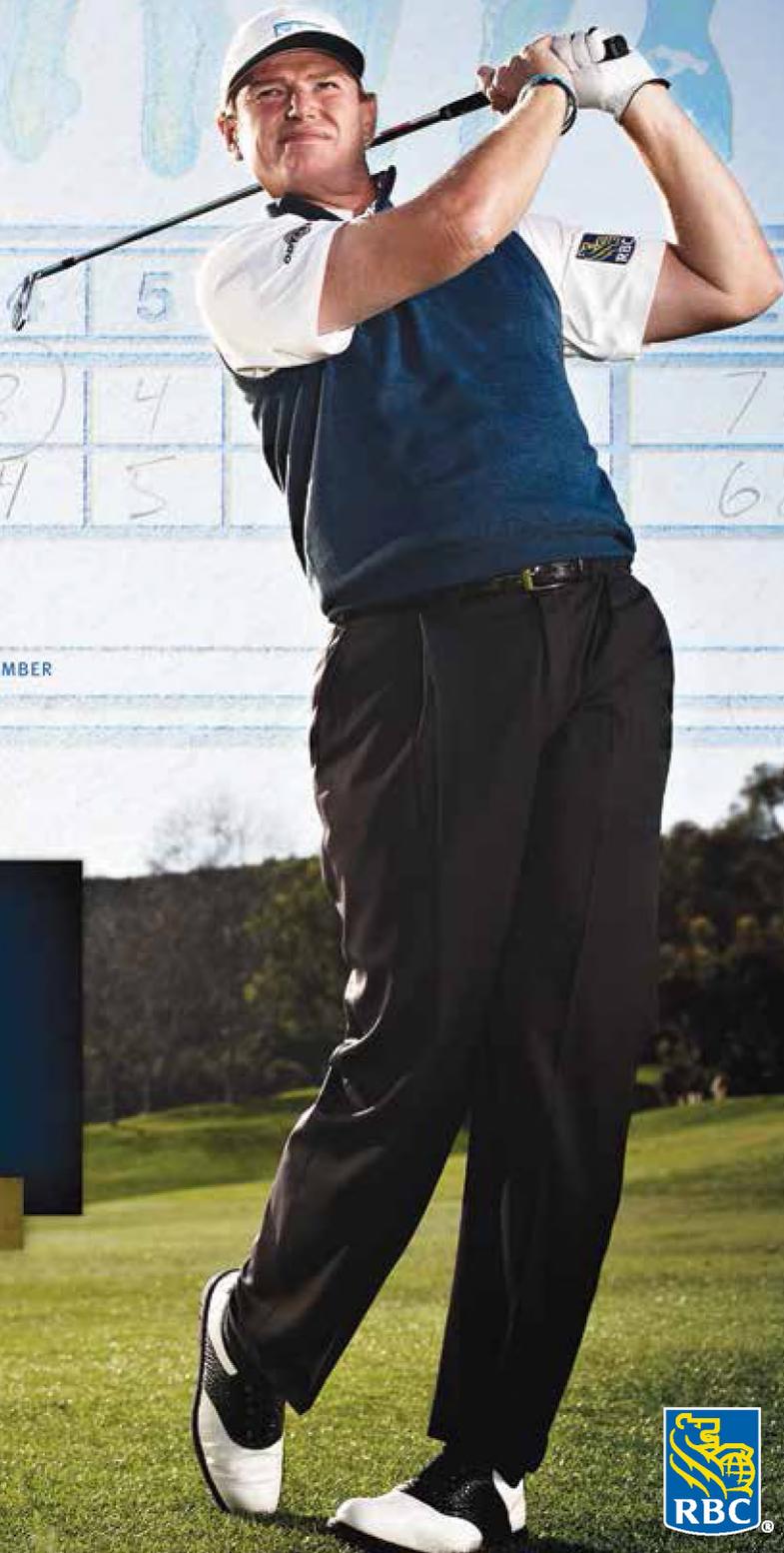
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CHAMBER OF COMMERCE



4	4	5	3	5		
4	3	5	3	4	70	
(3)	3		4	5	68	

DR'S SIGNATURE *Ernie Els*

ERNIE ELS - TEAM RBC MEMBER

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The
SeaPinesResort

* 2012 Golf World survey

Pro-Am Participants



Monday Pro-Am Presented by Boeing Monday, April 15

Eddie Andrews	Kurt Grindstaff	Alan M. Rickert
Patrick Barrett	Bill Haley	Kyle Schlotman
Dr. Robert L. Basista	Philip Henderson	Mike Schlotman
Christopher Bean	Scott Henderson	David Thor
Will Bryant	Hank Johnston, Former	Steve Timperman
Action for Autism	Mayor Bluffton, SC	Mario Torchia
Harry C. Carter Jr.	David R. Jones	Buzz Travers
Ned Castleberry	Jeff Kopet	Riko Vanezis
Jeff Charlton	Richard Little	Spencer Webster
Lester Clark	Chris Mabry	Douglas Zaccaro
Kevin Cummings	Harry Marcionetti	RBC
Eric P. Dollenberg	Dennis L. Murphy	Boeing
Bill Dunn	Michael Murphy	Hilton Head BMW
Robert H. Dyar, Sr.	Hu Odum	Coca-Cola
Jeff Edwards	Bob Parlanti	Hargray
Bob Elliott	Gary Pasek, ESQ	Omni Resort
Brian Finerty	Silvercore Properties Inc.	

RBC Heritage Pro-Am Wednesday, April 17

John Adams	Michael Iaquinta,	Maury Ore
Jay Baglio	iSelectMD	Patrick O'Toole
Chuck Baker	Ken Jaycox	Mike Pereyo
Dick Bauer	Cory Jones	Christian Pompa
Steve Beasley	Bob Keating	Bryan Preston
Steven C Betz	Daryl Kenningham	Chip Prezioso
Ralph Bouma	Mark B. Kent	Jeff Ray
Bob Brock	Kevin King	Mark Reed
Brian Buechler	Fritz Krell	Joe Rice
Jim Burkard	Thomas LaMaster	Omar Saad
Tom "T.Bones" Burr	John Langhorne	Robert A. Saul, MD
Stephen Cardone	Danny Lawrence	Rob Saunders
Nelson S. Carswell, Jr.,	Tom Leahy	Don Schroder
M.D.	Thomas Dawson	Camp Segars
Harry Carter	Lesperance Jr.	Michael Smith
Francois Cattin	Howard Levin	Stan Smith
Tim Chapman	Del Litman	Ron Soldo
Sheila Charlton	Mike LoConte	Garth Sprecher
Rob Citrone	Spike Long	Mark Squires
Jack Connelly	Dan Lorey	Clarke Steele
Mike Crabtree	David Lyttle	Jason Stern
Kevin M. Crainer	Darin MacDonald	Jeff Stormstedt
Grant Cully	Mark Madden	Michael Teachey
Tom Cuman	Gerard Mahieu	Larry Thayer
Christine Damas-Mahieu	Tim Maye	Gregory Voetsch
N. Kenneth Daniel P.C.	Lee Mellner	Alan Wasserstrom
Nick De Martini	Ohio National Financial	Eric Wasserstrom
Bill Donnelly	Services	Corey T Welchlin
Joe Ferens	Max Metcalf	Steve Williams
Simon Fraser	Rich Mione	David Williams
Todd Gay	Dennis Murphy	Kent Withers
Bill Goodwin	Michael Murphy	Richard Wood
Hunter Goodwin	Paul J. Muthig	Rick Young
Joseph Grande	John Newton	RBC
Bob Griffin	Mike Newton	Coca-Cola
Robert G. Hattler	Joe Nolan	Eddie Andrews
Marvin Huggins	Judge Glenn Norton	Fluor Corporation
Michael Hughes	Hu Odum	Care Core National
	Tony Olesh	Hilton Head BMW

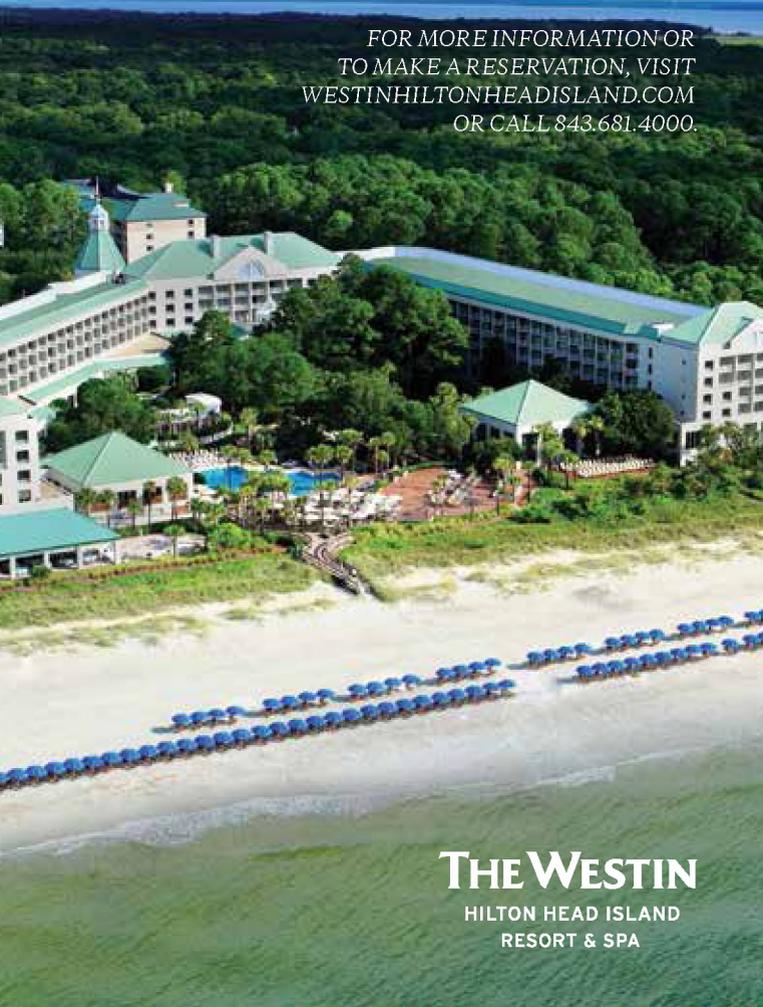
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THE WESTIN
HILTON HEAD ISLAND
RESORT & SPA

Hole

10

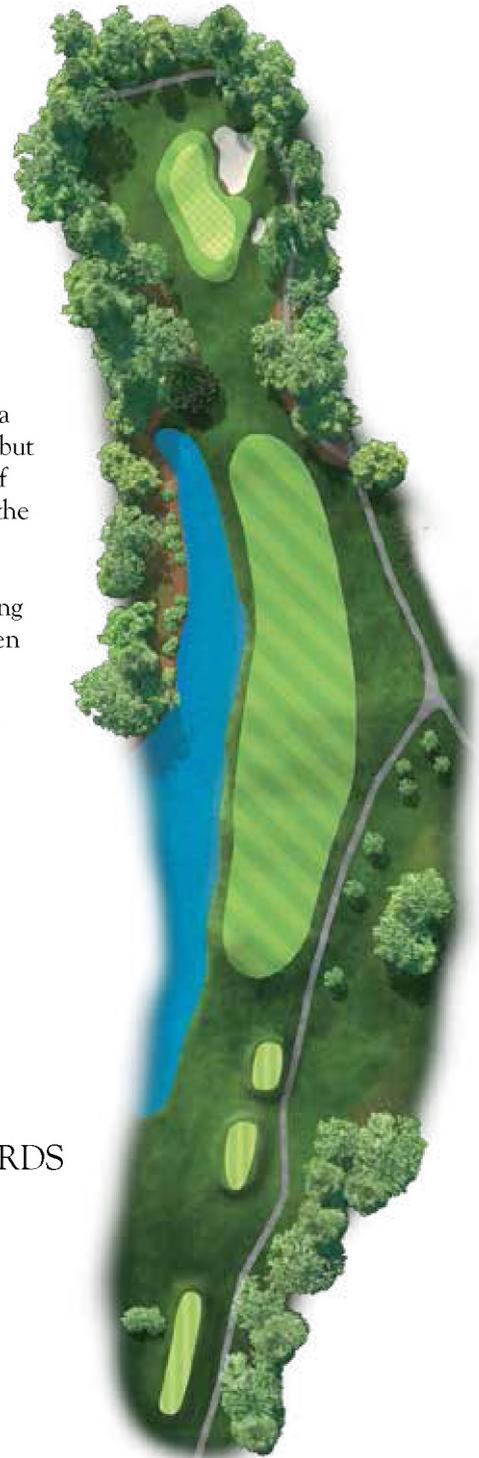


Green Depth:
33 yards

A wide landing area invites a big drive, but temper your gusto if you want to avoid the lagoon on the left. After a good drive, use a medium or long iron to get to a green nestled between woods and two strategically-placed bunkers.

Par

4 451 YARDS



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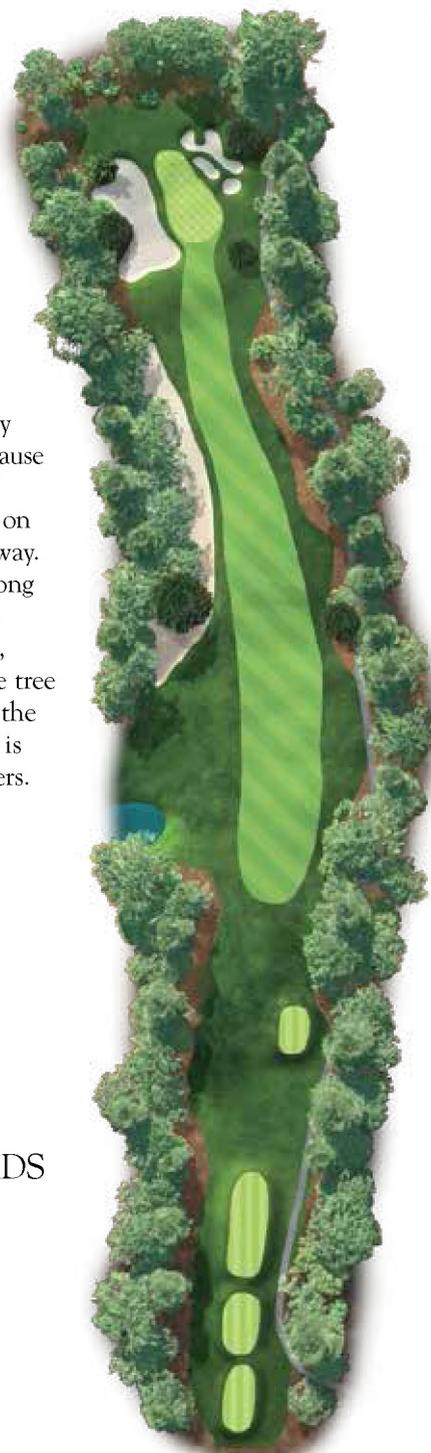
Hole

11



Green Depth:
34 yards

Plot your drive to stay within the chute because the dangerous duo of trees and water lurks on both sides of the fairway. From the fairway, a long to medium iron must be rifled to the green, carefully avoiding the tree gracefully protecting the right side. The green is also flanked by bunkers.



Par

4

436 YARDS

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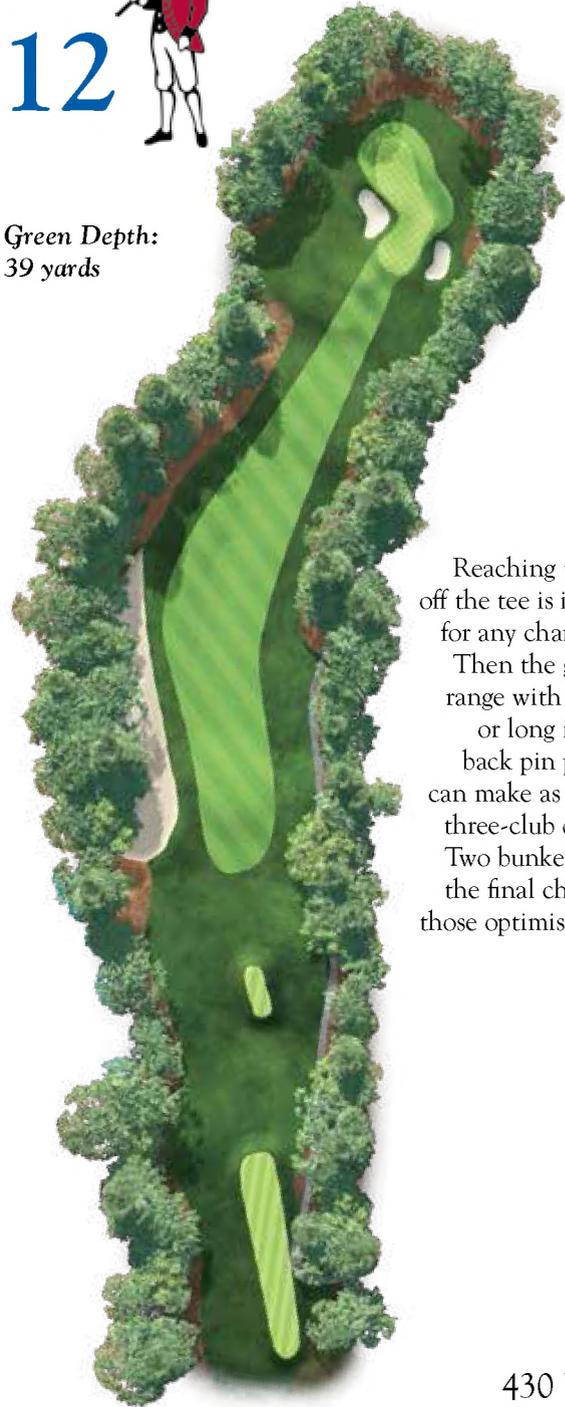
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Hole

12



Green Depth:
39 yards



Reaching the dogleg
off the tee is imperative
for any chance at par.
Then the green is in
range with a medium
or long iron, but a
back pin placement
can make as much as a
three-club difference.
Two bunkers stand as
the final challenge to
those optimists in quest
of par,

Par

4

430 YARDS

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Hole

13



Green Depth:
27 yards

The tee shot here must be positioned to the right side of the fairway to set up the approach to the green. Then the second shot will be a short iron between the two large oaks. But don't score your par until you've surmounted the two final obstacles – a large cypress-banked bunker and a natural bunker just behind the green.

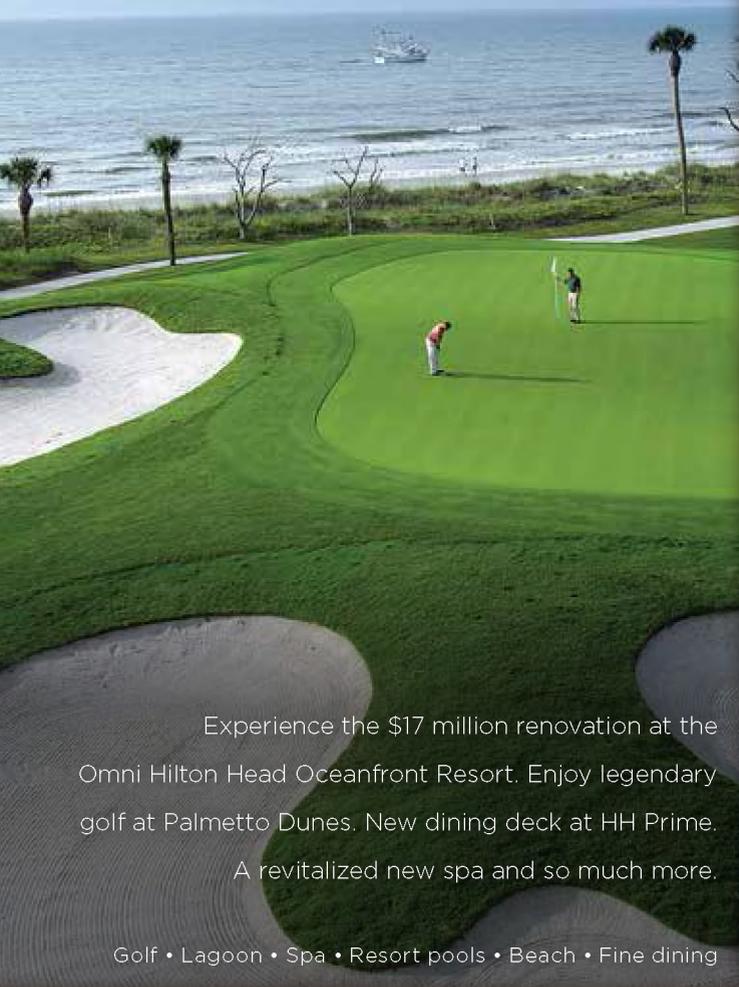


Par

4 373 YARDS

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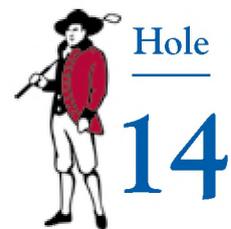


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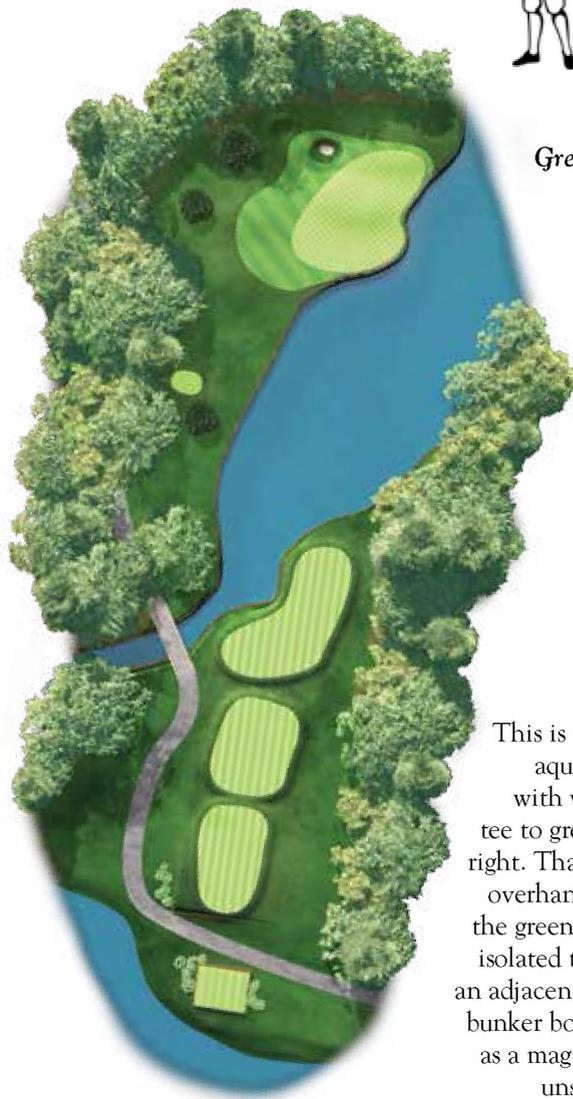
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Green Depth:
34 yards



This is a beautiful aquatic layout with water from tee to green on the right. Thanks to the overhanging trees, the green is a small, isolated target with an adjacent small pot bunker bound to act as a magnet for the unsuspecting.

Par

3

192 YARDS



A golf experience unlike any other. .

Our Pete Dye Golf Course, a three-decade Top 100, sets the tone for our community and proves our commitment to the spirit of golf.

Since 1981, Long Cove Club has been a very special place; a masterfully planned setting that seems to have naturally fallen into place. Our nationally ranked golf course, our perfect Hilton Head Island location and our blessings of tidal creeks and marsh are cherished by all those who live here.

Yet behind the superlative golf, outstanding tennis and active marina is the real story of Long Cove Club: the friends and neighbors who support the community's traditions and together create new ones.

From the Darius Rucker Intercollegiate, known as the top collegiate tournament in the country, to the beautiful new Clubhouse facility planned for 2014, it's never been a better time to join the Long Cove Club family.

Long Cove Club

Learn about our thirty-year tradition and the exciting plans we have for the future:

www.longcoveclub.org/2014

399 Long Cove Drive | (843) 686-1070 | pharrington@longcoveclub.org

Hole

15



Green Depth:
27 yards

You could call #15 a thinking challenge since this great par 5 demands careful deliberation and shot execution all the way from tee to flag. To avoid nightmares on the approach, keep the drive from the tee as close to center as possible. This will save you from the fate of water on the left and zealous bunker-guardians on both sides.

Par

5

588 YARDS



CONVENIENCE



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At Savannah/Hilton Head International, we have air travel convenience down to a "tee." With **covered, up-close parking - on-site rental service - shuttle transportation to Hilton Head Island** - and even the **comfort of old fashioned rocking chairs**, let us take care of the travel so you can enjoy the drives.

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Hole

16

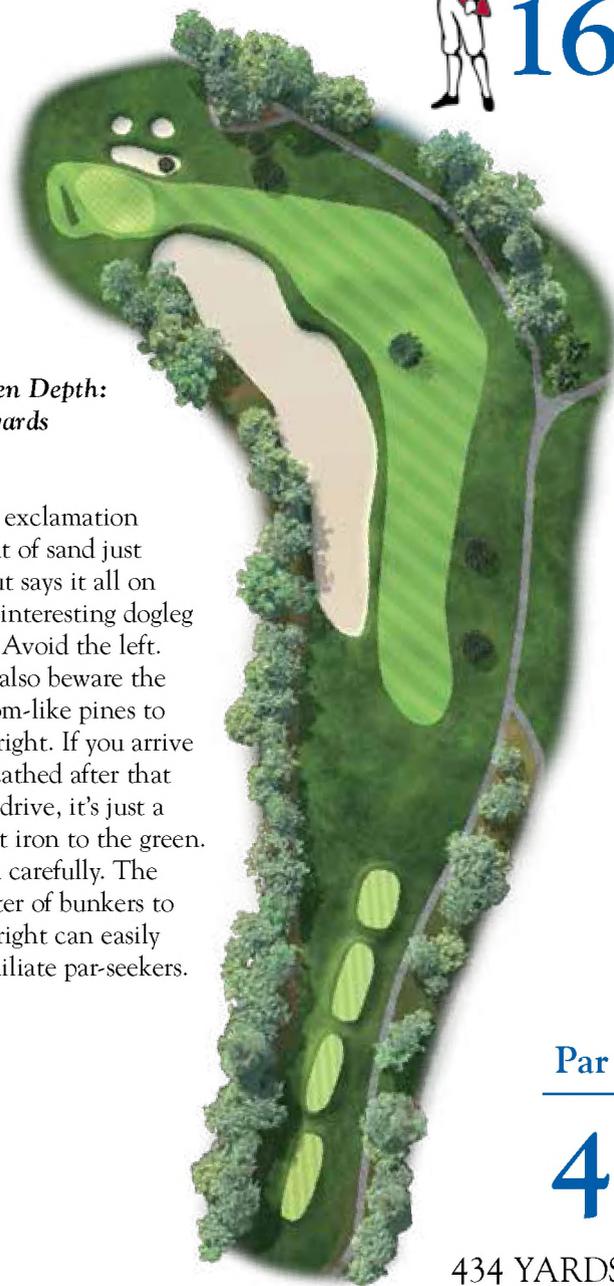
Green Depth:
27 yards

The exclamation point of sand just about says it all on this interesting dogleg left. Avoid the left. But also beware the slalom-like pines to the right. If you arrive unscathed after that first drive, it's just a short iron to the green. Aim carefully. The cluster of bunkers to the right can easily humiliate par-seekers.

Par

4

434 YARDS



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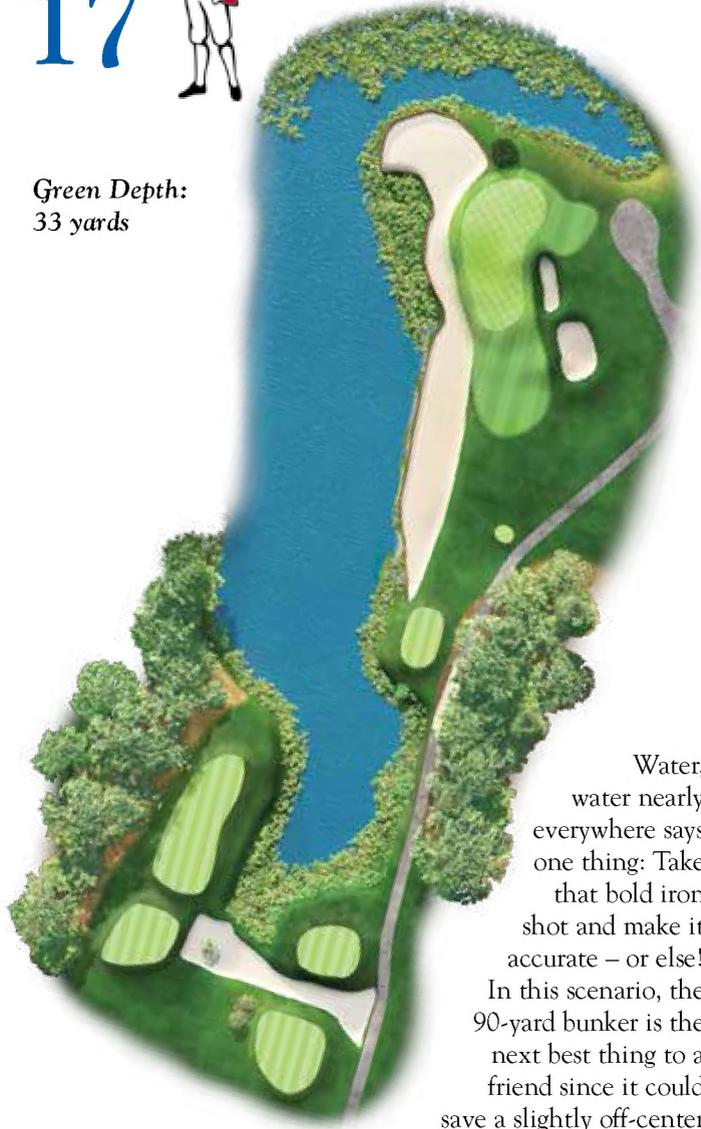


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Hole
17



Green Depth:
33 yards



Water,
water nearly
everywhere says
one thing: Take
that bold iron
shot and make it
accurate – or else!
In this scenario, the
90-yard bunker is the
next best thing to a
friend since it could
save a slightly off-center
tee shot from a watery
extension. Still the head
or crosswinds, which are the
norm on this hole, can easily
carry a shot into the lagoon.

Par
3 185 YARDS



Greening the RBC Heritage

Committed to environmental sustainability, RBC, the Heritage Classic Foundation, The Sea Pines Resort and our suppliers have implemented a number of environmental programs for this year's tournament. Some of the initiatives include:

- Over 100 recycling receptacles and Big Belly solar-powered waste compacting units have been set up around the course to help reduce the amount of waste being sent to landfills, decrease the frequency of waste collections, and lessen the environmental impacts associated with truck traffic related to waste removal efforts.
- Recyclable or biodegradable packaging will be offered by concession service providers to ensure that no styrofoam is used to serve food or beverages.
- Volunteers will work behind the scenes to help ensure all waste is properly sorted before final disposal and the golf course remains litter free.
- Each day, unused food will be donated to Second Helping, a local organization that collects and distributes food to agencies serving the disadvantaged.
- This is a carbon neutral event, achieved through the purchase and retirement of high quality carbon offsets to neutralize greenhouse gas emissions associated with the use of diesel generators and event vehicles.
- Certified green power will be purchased to match the amount of power used during tournament week by the club house, maintenance facilities, and hospitality areas.
- Harbour Town Golf Links is accessible by bicycle and racks are located within walking distance of the Harbour Town Clubhouse.
- Since 2006, Harbour Town Golf Links has been certified as an Audubon Cooperative Sanctuary by Audubon International.

How to be a Green Fan

Here are a few tips on how golf fans can help make the RBC Heritage an environmentally responsible event:

- Think before you toss – do not mix recyclables with regular garbage by using properly designated bins.
- Travel the better way – carpool, bike or walk to the event to help reduce harmful vehicle emissions.
- Watch your step – Harbour Town Golf Links has been certified as an Audubon Cooperative Sanctuary and many of the vegetative features, surrounding wetlands and lagoons are important wildlife habitats and help protect water quality.

Hole

18



Green Depth:
28 yards

In this emerald-hued finale, the famous lighthouse becomes a beacon to landlubbers. A successful shot is one aimed toward the cherished landmark. The goal is the wide landing area jutting into Calibogue Sound. A word of advice on one of golf's most spectacular holes: the long approach to the right where the innocent-looking but insidious mounding has caused many a wannabe champ to lose a sought-after par.

Par

4 472 YARDS





Heritage Expo & Liberty Oak

The RBC Heritage is pleased to welcome back the Heritage Expo Village, located between holes #1 and #9, the Liberty Oak Expo area at the Harbour Town Marina and the “NEW” Heritage Lawn Expo located in the area of 17 green and 18 tee.

All three Expo areas provide a unique opportunity for companies to display their products and services to spectators during the tournament while allowing fans the ability to interact and become more familiar with these companies.

Please take a moment to visit these Expo areas Thursday, April 18th through Sunday, April 21st. The Hilton Head Regional Healthcare FIRST AID trailer will again be located in the Heritage Expo Village between the 1st and 9th Fairways.

HERITAGE EXPO VILLAGE

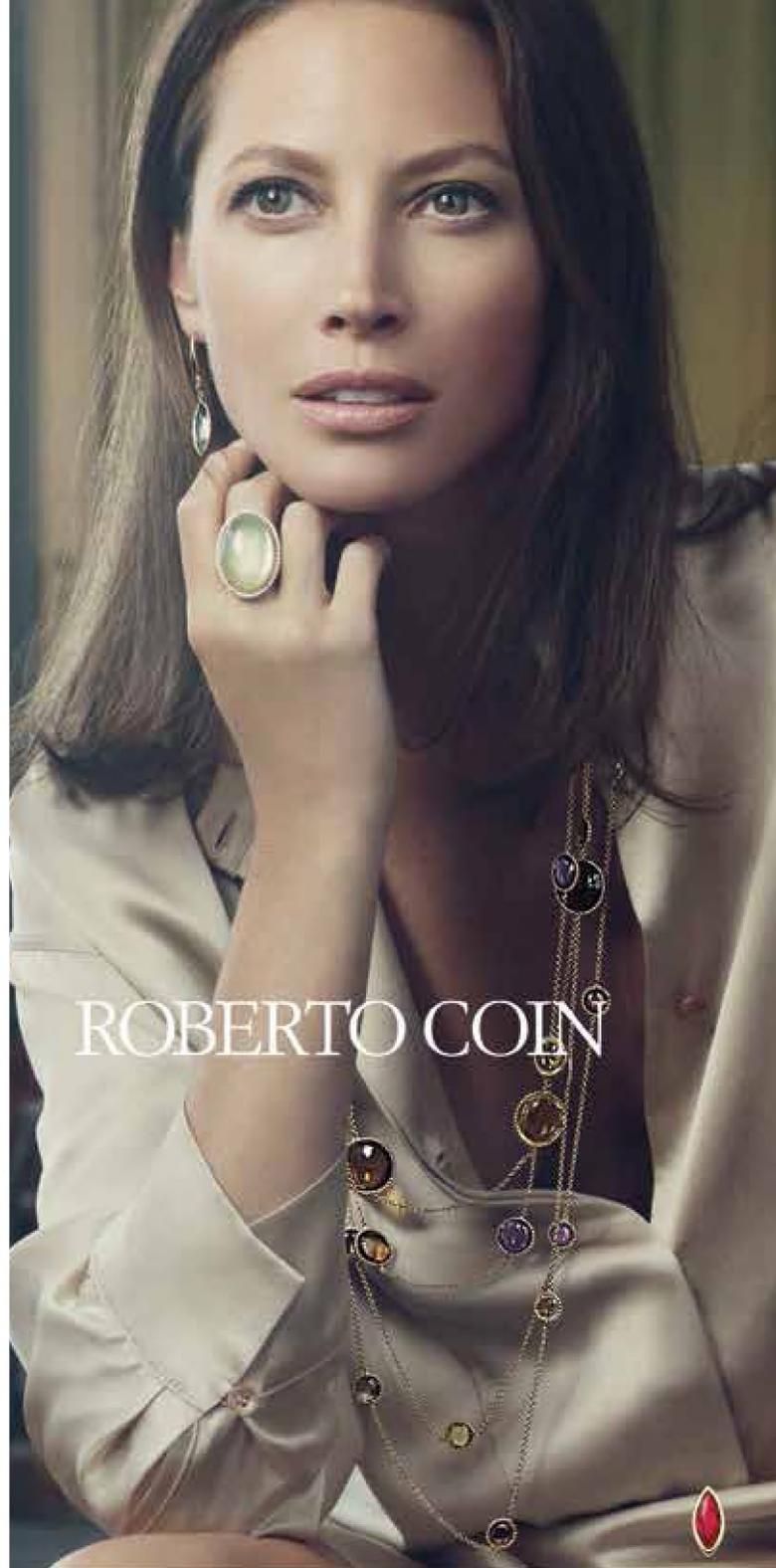
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The Heritage Classic Foundation has a long history of giving back to people in need across the State of South Carolina. Since it was founded in 1987, more than \$23 million dollars has been donated to charities. This year the Board of Trustees has embarked on an exciting new philanthropic initiative designed to encourage year round support to non-profit organizations - Heritage Champions Fore Charity. Patron donations are matched by the Heritage Classic Foundation through the dollars generated by the RBC Heritage Presented by Boeing. In just the first three months of this program over \$300,000 has been raised for charities.

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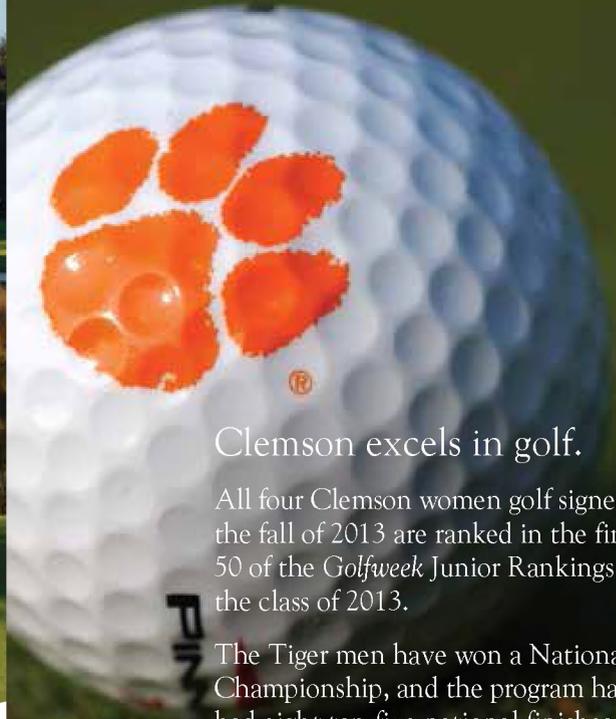
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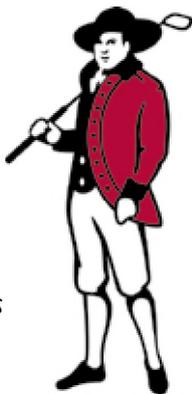
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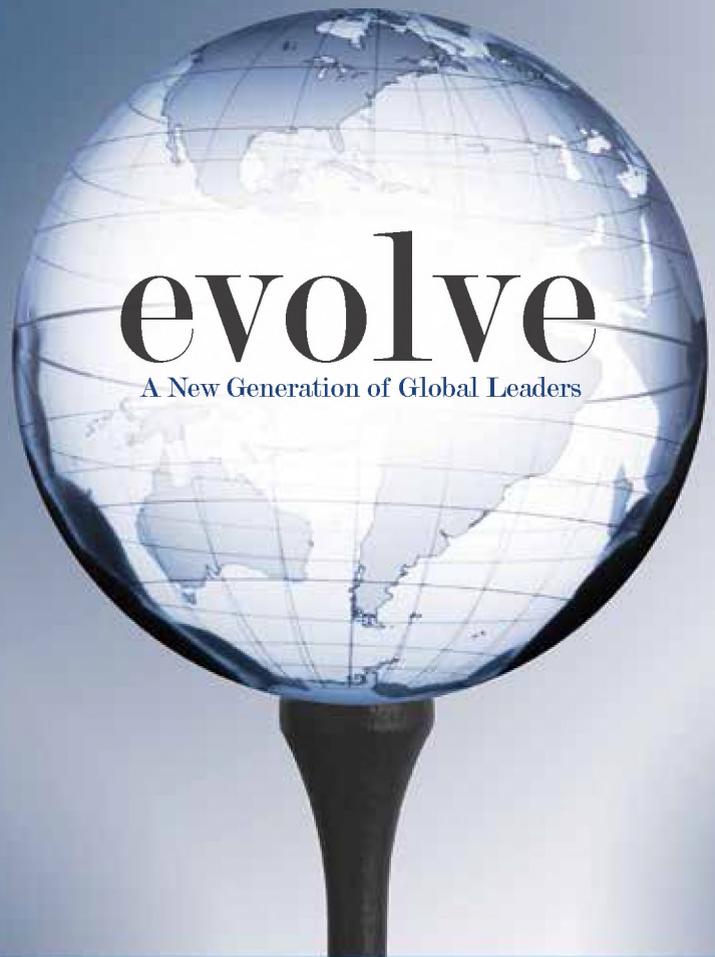
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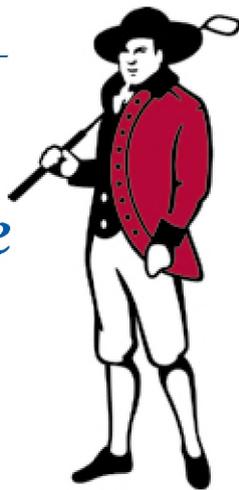


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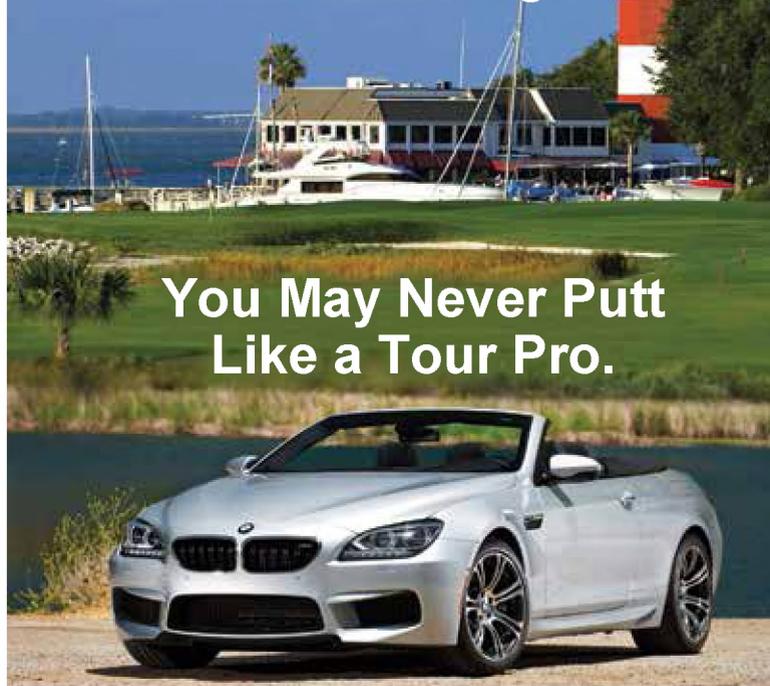
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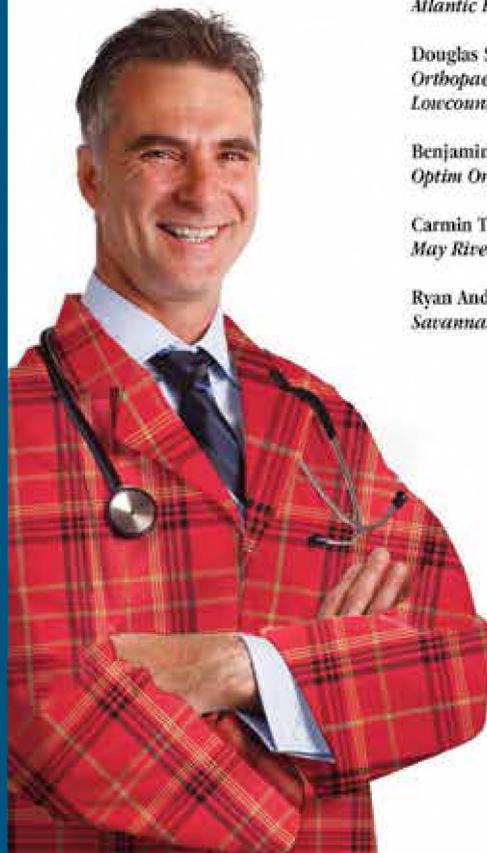
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