



August 17, 2011

The Honorable Governor Nikki Haley
South Carolina Statehouse
c/o Katherine Veldran
1205 Pendleton Street
Columbia, SC 29201

Dear Governor Haley,

I have been remiss in not writing you earlier to personally thank you for your determined support of our efforts in finding a new title sponsor for the Heritage. Your help was instrumental in closing the deal with RBC and certainly convincing Boeing to also participate.

The one benefit of procrastinating in writing, I now have an opportunity to update you on where we are regarding RBC and Boeing. We have not yet locked down all the details with RBC and Boeing, however, the process has begun. I, along with a delegation of representatives traveled to Vancouver to visit the RBC Canadian Open in July and had the opportunity to spend quality time with the senior management of RBC. I can say that they are all excited about their involvement with the RBC Heritage. The TOUR players are also very vocal in their support of the tournament and are appreciative of RBC's involvement. We will hopefully be meeting with RBC representatives again toward the end of August to work on the more pressing details for 2012.

We have also met once with Boeing representatives out of Charleston. As it turns out, those persons we met with may not be involved as much as they initially thought. It appears that Boeing will bring in Larry Dickenson from the West Coast to coordinate its efforts. Larry is an ex-Boeing senior executive that is now running its Champion Tour event in Seattle. He is experienced, and we anticipate developing a good working relationship with him. Boeing in South Carolina is also excited but does not yet know exactly how they will use their sponsorship.

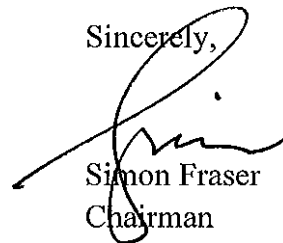
As we move forward, we would love to find a way to involve you and the state of South Carolina and our federal representatives even more with the tournament and its activities. Our goal eventually would be to implement a government-business conference of some sort. That will take an organization or agency with clout, money and manpower to take the lead. Meanwhile, I have been pondering with the idea of a reception which would take place early in the evening on Thursday, April 12, or Friday, April 13 (preferably), that would be put on by the Foundation and hosted by you as the governor and would include South Carolina's other federal and state representatives and state officials that are available. The reception would be open to

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sponsors (RBC, Boeing, and other hospitality sponsors) and invited guests. This reception would take the place of the Tartan Club party you attended last year in an expanded format. The sponsors could participate and meet and greet and then leave to attend to their guests. It would be great if this modest reception could grow into a more substantive event that would promote business in South Carolina. We would also welcome the participation of the Commerce Department in this event. Please let me know if this idea or some variation of this idea is something that your office would be interested in pursuing.

Again, thank you for all of your support. We are very pleased so far with our interaction with RBC and Boeing and are confident we can grow these relationships for the benefit of the tournament and the state of South Carolina.

Please do not hesitate to call upon me or the Heritage Classic Foundation if we can be of assistance.

Sincerely,

Simon Fraser
Chairman

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