



PURSELL FARMS

HOME OF FARMLINKS GOLF CLUB

FOR IMMEDIATE RELEASE

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Pursell Farms and The Orvis Company Partner to Create Superior Sporting Destination

*Orvis Shooting Grounds at Pursell Farms to Bring
Outdoor Lifestyle Brand Alive at Resort*

SYLACAUGA, ALABAMA, JUNE 9, 2015 – Pursell Farms LLC, the esteemed boutique resort set in the Alabama countryside offering first-rate fishing, hunting, deluxe lodging and high-tech meeting space, has signed a partnership agreement with The Orvis Company, Inc., the world-renowned outdoor sports retailer and services provider with more than 80 stores in the U.S and the U.K.

Together they are developing “Orvis Shooting Grounds at Pursell Farms” that Orvis will operate on the resort’s more than 3,200 pristine acres, just an hour from Birmingham and 2 hours from Metro Atlanta. It will include shooting and fly-fishing schools, private lessons, guiding, sporting clays, bird hunting, a retail operation and more.

“Our family is honored to partner with Orvis, a brand that is so highly regarded and recognized,” said CEO David Pursell, who co-founded Pursell Farms with his father Jimmy Pursell. “Meshing with Orvis is the perfect complement to Pursell Farms – two entities that genuinely value nature, the sporting lifestyle, service, education and the constant pursuit of exceptional customer experience. The Orvis Shooting Grounds at Pursell Farms will be an attraction that everyone who visits here will enjoy.”

“Orvis and Pursell Farms share a deep connection with the wonder of the outdoor world,” said Simon Perkins, senior manager of Orvis Adventures & Hunting. “Together we’re creating a preeminent place where people can indulge their passion and curiosity for sporting adventure. We are creating a complete environment for people who want to pursue or be invited into our Orvis way of life, whether that be through our sporting experience or merchandise.”

The Orvis Shooting Grounds at Pursell Farms is planning to debut several new resort additions in October to jibe with the fall bird-hunting season. It is the second sporting destination Orvis operates – the first being the legendary Orvis Sandanona in New York, which is the oldest licensed game bird preserve

in the country. Orvis Sandanona is a thriving, modern sporting destination that consistently ranks among the nation's finest – precisely what Orvis and Pursell Farms will provide its guests, who are accustomed to exemplary customer service and first-rate amenities.

“Partnering with Pursell Farms in the Southern U.S. – where a significant number of Orvis customers live, work and vacation – enables more people to conveniently connect with our sporting adventures and experiences,” said Orvis’ Perkins. “We researched many places to open a second sporting destination, and finding Pursell Farms was worth the wait. We believe it will set a standard of excellence that will draw guests from throughout North America and beyond.”

Additional amenities, new venues – including the clubhouse – and more activity options will debut in early 2016, when Orvis Shooting Grounds at Pursell Farms will celebrate its Grand Opening.

The companies will cross-market the Orvis Shooting Grounds at Pursell Farms on their respective websites, in Orvis’ catalogs and via a variety of other platforms, including social media.

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About Pursell Farms:

Established in 1975 by the Pursell Family and located at Pursell Farms in Sylacauga, Ala., Pursell Farms includes a one-of-a-kind research and demonstration facility and Farm Links Golf Club, an 18-hole, 7,444-yard, award-winning championship golf course that is open to the public. The company’s cutting-edge environment also offers high-tech meeting spaces, deluxe lodging options and first-rate fishing and wildlife habitat with 5-stand clay shooting range and unique hunting adventures. Valor Hospitality Partners, a full-service hotel management company that operates 27 hotels worldwide, manages Pursell Farms. To learn more about Pursell Farms, visit www.pursellfarms.com.

About The Orvis Company:

Founded in 1856, Orvis pioneered the mail order industry in the United States, operates more than 80 retail stores in the U.S and the U.K., including its Flagship store in Manchester, VT, and maintains a network of over 400 dealers worldwide. The oldest continuously operating catalog company in the country, Orvis is the premier outfitter of outdoor adventures. A leading corporate steward for the environment, Orvis contributes 5% of its pre-tax profits to protect nature, support communities and advance canine health and well-being. Learn more at www.orvis.com/pursellfarms.