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**FIRST RETAILER OPENS AT LAKETOWN WHARF, PANAMA CITY BEACH**

*Signature resort offers luxury accommodations and shopping, all under one roof*

**PANAMA CITY BEACH, Fla.** – A week after celebrating the official opening of 300 new rental units in Panama City Beach, Laketown Wharf’s first retail store is welcoming guests. GOLF THE WORLD, a 975 square foot store, offers everything from golf clubs, apparel and accessories to concierge services for visitors. “I have stay and play packages available for golfers who may want to stay and play for a number of days and play different courses,” owner T. Cowart says. “We will arrange everything from tee times at a discount and tournaments, to setting up lessons with area pros.” Cowart has agreements with a number of local golf courses. GOLF THE WORLD is the first of many planned retailers and restaurants for Panama City Beach’s largest single building resort. “This is a family friendly resort that I feel vacationers will be eager to experience,” says Cowart. “I’m excited to be the first retailer to open.”

CHIC Culture, a clothing store specializing in unique clothing and fashion accessories for ladies and juniors, opens July 4. CHIC Culture will offer a great selection of affordable and unique styles of sportswear, tops, dresses, pants and jeans.

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Other businesses planning to open through the summer include Nola Blue, a 2,000 square foot store that will feature a wide selection of Vera Bradley handbags and accessories. That section of the store will include a Vera Bradley couch, chair and coffee table that owner Irene Phillips says will create an effect of having a store within a store. Nola Blue will also carry Michael Stars tops and dresses, Kavid Khan Jeans and various and lines of dresses, gifts and jewelry. “Laketown Wharf is a beautiful resort and will offer many amenities to people who stay there,” Phillips said. “It’s inviting and centrally located on the beach”. Nola Blue will open at the end of July.

Laketown has also attracted popular restaurant Kobe Steak House and several family friendly eateries including a sandwich shop, hot dog shop and a coffee and pastry shop.

“Opening these businesses is the next big step for us at Laketown Wharf,” said Tracy Kunday, president of Sterling Resorts. “It’s something we believe will add to the overall beach experience for vacationers.” The resort is located at a major intersection, and Kunday believes the location will help to drive traffic to the many retailers and restaurants that decided to call Laketown Wharf home.

#### **ABOUT STERLING RESORTS:**

Sterling Resorts is one of the Southeast United States’ leading vacation rental management companies. Sterling’s current portfolio includes more than 20 beautiful condominium resorts featuring 1,000 units of luxurious vacation homes in Northwest Florida, and Mississippi.

Sterling Resorts is a division of Encore Enterprises, which is a full service real estate company focused on Hotels; Resorts; Multi-family; and Retail; headquartered in Dallas, Texas.

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