



PEBBLE BEACH COMPANY

Pebble Beach Resorts Introduces Dedicated Family Microsite

New online planning tool assists families with designing their ideal Pebble Beach experience

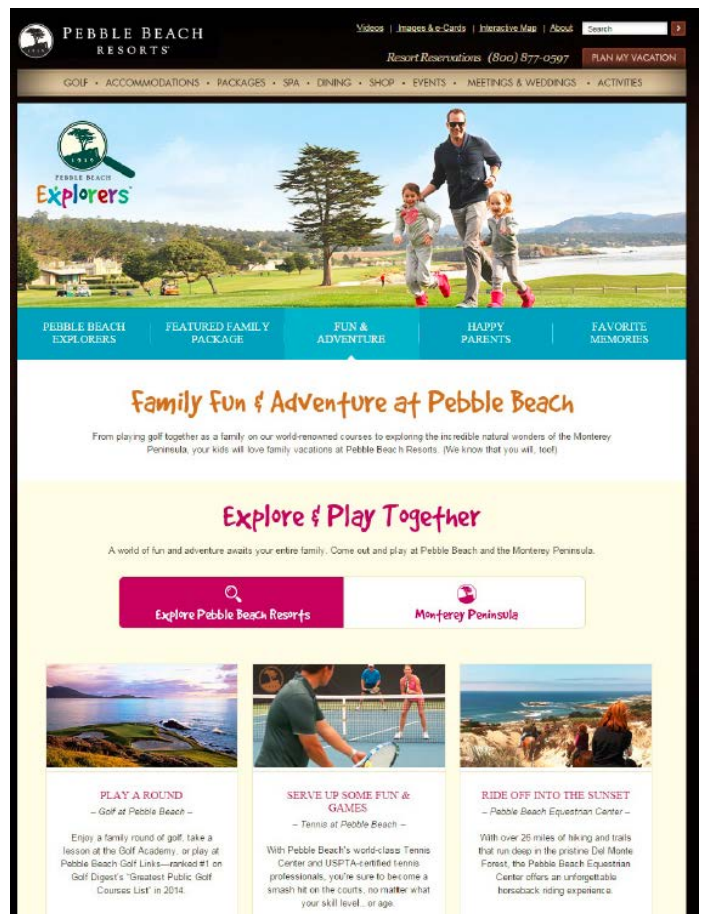
PEBBLE BEACH, CALIF. (December 16, 2014) – Some of life’s greatest memories are those that are made with the entire family, and Pebble Beach Resorts has committed to this growing sector of travel by introducing the Pebble Beach Explorers family microsite – a one-stop resource for families to discover the Monterey Peninsula and design their most unforgettable trip yet.

The Pebble Beach Resorts family microsite – launched alongside the new family package of the same name – provides the ultimate online destination for planning new family traditions at Pebble Beach and the Monterey Peninsula by encouraging families to experience all the area has to offer. Located at www.pebblebeach.com/families, visitors will find sample trip itineraries, activities in the area, testimonials, an Online Vacation Planner, a “Happy Parents” section and more, all in one easy-to-reference location.

Pebble Beach Explorers is designed to provide even the youngest guests a memorable experience thanks to family-focused offerings that utilize the amenities of both Pebble Beach Resorts and the Monterey Peninsula. Already known as a premier destination for golfers, the Pebble Beach Explorers package affords guests endless hours of family fun, from scavenger hunts and horseback riding to tennis and golf, and more. The package encourages families to explore together and introduce new activities and traditions while showcasing one of the most beautiful coastlines in the world.

The Pebble Beach Explorers package is designed for children ages 12 and under to eat and play for free with a paying adult. The package includes one night stay at The Inn at Spanish Bay; welcome Scavenger Hunt; and complimentary meals, par-3 golf, tennis and horseback trail riding. The Pebble Beach Explorers package also embraces the family-friendly Monterey Peninsula, offering two-day tickets for the price of one for the entire family to the world-famous Monterey Bay Aquarium. Other family activities in the area include whale watching on Monterey Bay, hiking Point Lobos State Reserve and touring Cannery Row. Package starts at \$495 per night.

For more information on the Pebble Beach Explorers package or the family microsite, visit www.pebblebeach.com/families or call (888) 251-9790.



About Pebble Beach Company

Pebble Beach Company, headquartered in Pebble Beach, Calif., owns and operates the world-famous Pebble Beach Resorts®, including The Lodge at Pebble Beach™, The Inn at Spanish Bay™ and Casa Palmero®. The company also operates four renowned golf courses: Pebble Beach Golf Links®, Spyglass Hill® Golf Course, The Links at Spanish Bay™ and Del Monte™ Golf Course. Its other famed properties include scenic 17-Mile Drive®, The Spa at Pebble Beach™, Pebble Beach Golf Academy™ and Pebble Beach® Equestrian Center. It annually hosts premier events such as the Pebble Beach Concours d'Elegance®, AT&T Pebble Beach National Pro-Am, Callaway Pebble Beach Invitational presented by EMC², Pebble Beach Food & Wine and Nature Valley First Tee Open at Pebble Beach. Site of the 2019 U.S. Open Championship, Pebble Beach Golf Links® has hosted five U.S. Opens, four U.S. Amateurs, one PGA Championship and numerous other tournaments. For reservations or more information please call (800) 654-9300 or visit www.pebblebeach.com.

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