



PEBBLE BEACH COMPANY

PEBBLE BEACH RESORTS CELEBRATES GRAND OPENING OF NEW PEBBLE BEACH GOLF ACADEMY & PRACTICE FACILITY

State-of-the-art instruction technology and expanded practice area highlights new facility

PEBBLE BEACH, Calif. (January 24, 2014) – Pebble Beach Resorts officially opened the new Pebble Beach Golf Academy & Practice Facility on Thursday, January 23, marking the beginning of a new standard for instruction, training and technology for golf destinations around the world. In front of numerous dignitaries, guests and colleagues, Pebble Beach Company Chief Executive Officer Bill Perocchi cut the ceremonial ribbon and welcomed invited guests to tour the new Golf Academy building and practice facility.

“Today marks an important milestone for Pebble Beach Resorts,” said Perocchi during the grand opening event. “We now have a practice facility and golf academy that rivals any in the world, but most importantly, one that is befitting the legendary golf, unparalleled customer service and stunning beauty of Pebble Beach.”

Located across the street from the former Pebble Beach driving range, the new practice facility features a 350-yard, double-ended driving range with natural grass hitting areas spacious enough to accommodate up to 85 golfers. Nearly twice the size of the old range, the new range also features multiple, sculpted target greens with surrounding bunkers which offer a look and feel to mimic shots found throughout Pebble Beach Golf Links, America’s number one public golf course. A 40,000-square-foot short game complex with bunkers, chipping areas and a 4,500-square foot practice putting green also allows guests an unparalleled venue for perfecting shots on and around the greens.

The Practice Facility is also home to the new 3,000-square-foot Pebble Beach Golf Academy, which features three instruction studios. The Academy boasts some of the most substantial and extensive golf learning and training technology found in one location. From beginners learning the basics to scratch golfers looking to fine tune their game, guests are offered a wide-ranging menu of personalized tools designed not only to lower scores, but to ensure a better experience on the course. These include the revolutionary robotic swing trainer, 3D motion capture system, HD video analysis, computerized putting stroke evaluation and indoor golf simulator. The Academy will also host numerous golf school programs throughout the year, ideal for those players looking to improve their game and experience the legendary golf courses and accommodations at Pebble Beach Resorts.

“The new Pebble Beach Golf Academy & Practice Facility isn’t only about the physical space,” added RJ Harper, Executive Vice President of Golf & Retail. “We’ve also created a seamless customer service experience from the moment the guest arrives on site. With new luxury shuttles, multi-layered guest service touches and an environment custom built for the practice-minded golfer, we’ve taken the practice range model from ordinary to extraordinary. There is a distinct ‘wow factor’ around every corner.”

For more information on the new Pebble Beach Golf Academy & Practice Facility, the new Pebble Beach Golf Schools, or to book individual or group instruction, visit www.pebblebeach.com or call 831-622-8650.

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 world-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 the scenic 17-Mile Drive and The Spa at Pebble Beach, and it annually hosts premier events such as the Pebble Beach Concours d'Elegance, AT&T Pebble Beach National Pro-Am, Callaway Pebble Beach Invitational, Pebble Beach Food & Wine and Nature Valley First Tee Open at Pebble Beach. Site of the 2019 U.S. Open, Pebble Beach Golf Links has hosted five U.S. Open Championships, four U.S. Amateurs, one PGA Championship, and numerous other tournaments.

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