



PEBBLE BEACH
COMPANY

Pebble Beach Resorts Welcomes TaylorMade Golf Company as Corporate Brand Partner

TaylorMade became golf equipment and apparel partner, and title sponsor of the Pebble Beach Invitational, effective January 1, 2015

PEBBLE BEACH, CALIF. (January 6, 2015) – In its continued pursuit of providing golfers with the best playing experience in the world, Pebble Beach Resorts is pleased to welcome TaylorMade Golf Company as an official brand partner of Pebble Beach Resorts in a multi-year contract that took effect on January 1, 2015. With the agreement, TaylorMade also became the title sponsor of the Pebble Beach Invitational, one of the resort's longest-running golf events.

As part of this new relationship, TaylorMade Golf is now the premier brand partner of Pebble Beach Resorts in both the golf equipment and golf apparel categories, servicing the resort's four golf courses: Pebble Beach Golf Links, Spyglass Hill Golf Course, The Links at Spanish Bay and Del Monte Golf Course, along with the Pebble Beach Golf Academy. The latest in TaylorMade golf equipment – including its new RSi irons with face-slot technology and adjustable R15 metalwoods family – will be available as club rentals and for purchase in each of the golf shops, while its golf balls will service the driving ranges and practice facilities. A more extensive selection of Pebble Beach logoed adidas Golf and Ashworth apparel will be offered in both the golf and retail shops throughout the resort.

"TaylorMade is the industry leader in golf equipment innovations," said Bill Perocchi, CEO of Pebble Beach Company, "and we are proud to welcome TaylorMade into our brand partner family. With this partnership, Pebble Beach Resorts and TaylorMade will provide our golfing guests with the very best in equipment and apparel to help make their experiences at our courses even more memorable."

In addition to its equipment and apparel relationship, TaylorMade has become the title sponsor of the Pebble Beach Invitational, presented by EMC², played each November. The Pebble Beach Invitational is one of the most unique annual golf tournaments in the world, putting professionals from the PGA, LPGA, Champions and Web.com Tours in the same field to compete for the annual title. TaylorMade will also host its National Championship at Pebble Beach Golf Links each spring.

"We are very proud and excited to partner with Pebble Beach Resorts," said Ben Sharpe, CEO of TaylorMade Golf Company. "The Pebble Beach experience is unrivaled anywhere in golf, and it is a great complement to the four great brands that make up TaylorMade Golf Company – TaylorMade, adidas Golf, Ashworth and Adams."

TaylorMade joins other notable Pebble Beach brand partners including Coca-Cola, E-Z-GO, FedEx, Jacobsen, Lexus, Rain Bird, Rolex and Visa.

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.

About the adidas Group

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade, Rockport and Reebok-CCM Hockey. Headquartered in Herzogenaurach/Germany, the Group employs more than 50,000 people across the globe and generated sales of € 14.5 billion in 2013.

About TaylorMade-adidas Golf

Headquartered in Carlsbad, California, TaylorMade-adidas Golf Company sells golf clubs, balls, clothing and accessories under the TaylorMade, adidas Golf, Adams and Ashworth brands. TaylorMade-adidas Golf Company posted 2013 sales of over €1.3 billion.

#

Contact:

Katie Denbo
Public Relations and Marketing Manager
Pebble Beach Company
Direct Line: (831) 625-8557
Cell: (831) 277-7866
E-mail: denbok@pebblebeach.com