



PEBBLE BEACH COMPANY

WORLD-CLASS STYLE HIGHLIGHTS NEW MEN'S SHOP AT PEBBLE BEACH RESORTS

Opening March 15, The Men's Shop at Pebble Beach will feature the finest in apparel, accessories, shoes and much more

PEBBLE BEACH, Calif. (March 6, 2012) – Pebble Beach Resorts welcomes guests to enjoy an upscale collection of luxury apparel combined with the latest fashion styles at the new Men's Shop at Pebble Beach, opening March 15, 2012. The newest addition to the array of shopping experiences at the world-famous resorts, The Men's Shop at Pebble Beach will be situated along the luxurious retail arcade at The Lodge at Pebble Beach, and will feature the finest in men's apparel and accessories from around the world.

"Shopping at Pebble Beach Resorts is more than browsing and purchasing—it's an experience," says RJ Harper, Executive Vice President of Golf and Retail Operations at Pebble Beach Company. "The new Men's Shop at Pebble Beach exemplifies the standards, traditions and excellence of Pebble Beach Resorts, while offering the latest trends and styles that our wide range of guests can enjoy."

More than a retail store, The Men's Shop at Pebble Beach also provides personal wardrobe consultations, ideal for guests looking to perfect their style for settings ranging from casual to elegant. The personal shoppers of Pebble Beach Resorts provide world-class service while outfitting guests with cashmere sweaters, casual woven shirts, handmade cufflinks, dress shirts with coordinating seven-point ties, exquisite scarves, handcrafted shoes, small leather goods, trousers and much more.

"Bringing together the highest quality materials, brands and unparalleled service in a world-class location defines The Men's Shop at Pebble Beach," says Ilana Rosen, Director of Retail at Pebble Beach Company. "Even the shop's interior—featuring beautiful deep mahogany wood, club leather chairs, hardwood floors and rustic fixtures—surrounds our guests with a comfortable and relaxing environment."

Pebble Beach Resorts features more than a dozen retail experiences at both The Lodge at Pebble Beach and The Inn at Spanish Bay. Offering the best in golf and fashion apparel for men, women, and children, top-rated golf equipment and accessories and art for the home, the shops at Pebble Beach Resorts are the perfect seaside destination for traveling guests and local residents alike. For more information, visit <http://www.pebblebeach.com/shop>.

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 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 the Nature Valley First Tee Open at Pebble Beach. Site of the 2019 U.S. Open, Pebble Beach Golf Links has hosted five U.S. Opens, four U.S. Amateurs, one PGA Championship, and numerous other tournaments.

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