



GOLFERS DON'T NEED TO QUALIFY FOR U.S. OPEN TO COMPETE LIKE PROS AT PEBBLE BEACH GOLF LINKS

Year-Round Tournaments Draw Passionate Players To Experience Legendary Links

PEBBLE BEACH, Calif. (May 26, 2010) – Competing in the U.S. Open Championship at Pebble Beach is a golfer's dream, but there is only room for 156 contestants at Pebble Beach Golf Links next month. After this year's champion takes his place in history, Pebble Beach Golf Links can be yours.

Throughout the year, golfers compete in tournaments at the legendary links, which hosts numerous annual events open to the public. Designed for golfers of all skill levels, each Pebble Beach tournament is packaged with accommodations at Pebble Beach Resorts, affording access to all the amenities available to contestants in this year's U.S. Open, which returns to Pebble Beach Golf Links for the fifth time, June 14-20.

Not only do Pebble Beach tournament participants compete on this inspiring course, but events also include rounds at Spyglass Hill Golf Course and The Links at Spanish Bay, as well as nearby Poppy Hills Golf Course and historic Del Monte Golf Course, the first golf facility ever built on the Monterey Peninsula – each the site of professional and amateur championships in the past.

Among the upcoming events from which to choose:

- **Clay Walker Charity Classic**
June 29 to July 2
Celebrity-hosted event to benefit Band Against Multiple Sclerosis
4 amateurs, team format
Rounds at Spanish Bay, Spyglass Hill & Pebble Beach Golf Links
4 nights at The Lodge

- **NCGA Invitational**
July 1 – July 4
 Three nights at The Inn at Spanish Bay
 Rounds at Pebble Beach Golf Links, Spyglass Hill and Poppy Hills Golf Course

- **The Duke at Pebble Beach**
Aug. 9-12
 36 holes
 Individual stroke play
 Both rounds at Pebble Beach Golf Links
 2 nights at The Inn at Spanish Bay

- **Callaway Golf Pebble Beach Invitational**
Nov. 16-21
 72-hole tournament
 4 amateurs, 1 Tour pro, team format
 Rounds at Del Monte, Spyglass Hill & Pebble Beach Golf Links
 Includes 2 practice rounds

- **Pebble Beach Team Championship**
Dec.17-19
 36 holes, team format
 Rounds at Pebble Beach Golf Links & Links at Spanish Bay
 2 nights at The Inn at Spanish Bay

- **Pebble Beach New Year’s Tournament**
Dec. 30 to Jan. 1
 36 holes
 Rounds at Pebble Beach Golf Links & Links at Spanish Bay
 2 nights at The Inn at Spanish Bay
 2 tickets to New Year’s Eve Party, Inn at Spanish Bay

Under the direction of Arnold Palmer, the Pebble Beach Golf Links has been strengthened and lengthened to 7,040 yards. With fairways now pushed closer to the coastline, the Pacific Ocean is no longer just a beautiful backdrop, but a prominent feature on all coastal holes. Enhancements have been made to four greens, 11 tees and 16 bunkers. In addition, six holes have had trees added or repositioned to add strategic value to the layout.

Palmer’s goal was simple: maintain the integrity and historic shot values of this American jewel while challenging today’s standard of players and equipment.

And that jewel is available to anyone who wants to know what it’s like to play tournament golf on a U.S. Open course – one that also just happens to be one of the world’s great golf venues (recently ranked No. 1 on the list of “Tour Courses You Can Play” by

Golfweek magazine, with Spyglass Hill ranked No. 6).

To inquire about tournaments at Pebble Beach Golf Links and to book a stay at Pebble Beach Resorts, visit www.PebbleBeach.com or call the tournament office at (877) 853-5864.

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 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, the AT&T Pebble Beach National Pro-Am, the Callaway Golf Pebble Beach Invitational and the First Tee Open at Pebble Beach. Site of the 2010 U.S. Open, Pebble Beach Golf Links has hosted four U.S. Opens, four U.S. Amateurs, one PGA Championship, and numerous other tournaments.

#

Media Contacts:

Kristen Hunter

Hunter Public Relations

(831) 375-1747 x11 or

(831) 625-8557

khunter@hunter-pr.com