



PEBBLE BEACH COMPANY

PEBBLE BEACH RESORTS RECEIVES HIGHEST HONORS FROM CONDÉ NAST TRAVELER READERS

For the second year in a row, The Inn at Spanish Bay, The Lodge at Pebble Beach and Casa Palmero were all ranked in the top 10 in their respective categories.

PEBBLE BEACH, Calif. (October 21, 2010) – More than 25,000 of the most experienced and knowledgeable travelers across the globe have again ranked all three of Pebble Beach’s renowned resorts among the very best in the world. The 2010 Readers’ Choice Awards, featured in November’s issue of Condé Nast Traveler, ranked The Inn at Spanish Bay No. 4 and The Lodge at Pebble Beach No. 9 among the best large resorts in the United States. Casa Palmero was voted No. 4 in the best small resorts category. Since 1997, the readers of Condé Nast Traveler have ranked The Inn at Spanish Bay in the top 10 for U.S. resorts a total of 14 times, more than any other resort. The Lodge at Pebble Beach has received a top 10 award nine times and this is the second consecutive year Casa Palmero has been voted in the top five. The 23rd Annual Readers’ Choice awards feature resort rankings based on activities/facilities, food/dining, location, overall design, rooms and service.

Condé Nast Traveler’s “World’s Best” award is the latest in a series of accolades Pebble Beach Resorts has earned including “Best Golf Resort in North America” by Golf Digest magazine in 2009. Pebble Beach Golf Links was included in National Geographic’s list of the world’s top 10 golf courses in 2010 and was ranked No. 1 on Golf Digest’s 2009 list of “America’s 100 Greatest Public Courses.” Pebble Beach Company also recently received Golf Digest’s inaugural Green Star Award recognizing America’s best environmentally-friendly resorts.

Pebble Beach Resorts is pleased to offer once-in-a-lifetime opportunities for golf enthusiasts and luxury travelers to play the famed Pebble Beach Golf Links and to enjoy our other world-class resort offerings. Learn more online at PebbleBeach.com, and then let our reservation agents create a memorable vacation for you by calling 800-654-9300.

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 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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