

RETURNING HOME, BOBBY CLAMPETT
BRINGS IMPACT ZONE GOLF SCHOOL TO QUAIL LODGE

Grand Opening of Impact Zone Golf School in May 2009

February 2, 2009 - Carmel, CA – Well-known Golf professional Bobby Clampett, who grew up on the Monterey Peninsula and first learned to play golf at Quail Lodge, is bringing his new Impact Zone Golf School to Quail Lodge Resort and Golf Club. The grand opening of the school will take place May 19 and 20.

Featuring expert instruction by Bobby Clampett, along with his personally certified instructors, this two day school includes extensive golf instruction on the scenic course at Quail Lodge. The cost of the school is \$2,295 per person. Accommodations packages at Quail Lodge are also available starting at \$3,295 for single occupancy or \$5,595 for double occupancy.

Under the direction of Ben Doyle, the first authorized golfing machine instructor in the country, Clampett enjoyed both a spectacular amateur and collegiate career, with many of his records still standing today. Turning professional at the age of 20, he played on the PGA tour for 16 years then transitioned into an analyst/commentator role for the past 17 years with CBS.

With the publishing of his first book in April 2007, *Impact Zone*, co-authored by Clampett and Andy Brummer, brought quick success and numerous accolades. In January 2008, Golf Digest listed The Impact Zone in the recommended holiday gift guide – the only instruction book on the list. With the success of the book, Clampett developed the Impact Zone Golf program, a wide range of instructional offerings, services, and products designed to enhance and accelerate the enjoyment and learning of the game of golf. “I find great personal satisfaction in revolutionizing player’s golf games in a short period of time. To bring my Impact Zone Golf School to my home at Quail Lodge, where golf began for me, brings it all full circle.” says Clampett.

Impact Zone Golf Schools offer a wide range of lengths, formats, pricing, and location choices, but all put their first emphasis on the five dynamics to creating optimal impact. Novice golfers will appreciate the ease

at which they are led through learning the fundamentals of the golf swing — in a non-intimidating way of approaching the game. More skilled and expert golfers will be thoroughly evaluated to determine which dynamic(s) are solid but could be built upon and which one(s) need emphasis. Sarah Cruse, General Manager of Quail Lodge says “Seeing Bobby return back to his roots where it all started for him is truly a magical story! This is where it all began for him and it only makes sense that Bobby Clampett returns to the nest of Quail Lodge to teach, educate and share himself and his gift of golf through his Impact Zone Golf School.”

The Impact Zone philosophy begins by identifying what that proper impact really is and how all golfers can achieve it. In so doing, golfers can have the knowledge of what they want to accomplish at impact through their swing. When impact is improved, scores go down and the enjoyment of the game skyrockets. Varied approaches such as visualization, drills, repetition and hitting pitch shots first and longer shots later, all work together to insure the student’s game accelerates at the fastest possible rate. The Impact Zone will create satisfied golfers who will possess the foundation to enjoy the game for a lifetime. Those interested in being a part of the first Impact Zone Golf School should call 831-620-8859 or email golfacademy@quailodge.com

Born on April 22, 1960, Clampett began golf at the age of 10, learning the game at Quail Lodge Resort. He was the Northern California Junior Champion and Golfer of the Year for the second straight year in 1977 while attending Robert Louis Stevenson School. He was named to the 1st Team All-American all three years while attending Brigham Young University., setting a NCAA record by winning twelve collegiate golf tournaments in three years. Additionally, he was named Golf Magazine’s and Golf Digest’s #1 ranked amateur in the United States in 1978. At 18 years of age, he was the youngest to ever finish in the top 24 finishers in the Masters. This record still stands today. Winner of the Spalding Invitational in Pebble Beach, Ca. Clampett earned his PGA Tour privileges by finishing 8th in the Buick Open in 1980. Bobby has been inducted into the California Golf Hall of Fame, the Utah Golf Hall of Fame and Brigham Young University’s Hall of Fame.

Clampett is a current participant and life-time member of the PGA Tour having earned over \$1.4 million over a 14 year full-time career. In addition to competing in golf, he works independently as a golf course designer and author out of his home in Raleigh, North Carolina and has performed over 500 golf clinics for companies and charities around the world. He is also an active pilot since 1987, having logged over 4,000 flight hours and flies a 1986 Piper Malibu. He is active in several charity organizations within his community. Additionally, Bobby is beginning his return to competitive golf in preparation of joining the Champion's Tour in 2010.

Nestled on 850 acres in the heart of sunny Carmel Valley, Quail Lodge Resort is managed by The Peninsula Hotels, owned and operated by HSH. Amenities include 97 well-appointed guest rooms, an 18-

hole championship golf course, swimming pool, tennis court, two restaurants, pampering spa, The Land Rover Experience Driving School and trails through the remarkably beautiful environment of lakes, lush gardens and rolling hills.

Incorporated in 1866 and listed on the Hong Kong Stock Exchange (00045), HSH is a holding company whose subsidiaries and its jointly controlled entity are engaged in the ownership and management of prestigious hotel, commercial and residential properties in key destinations in Asia and the USA. The hotel portfolio of the Group comprises The Peninsula Hong Kong, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Tokyo, The Peninsula Bangkok, The Peninsula Beijing, The Peninsula Manila, The Peninsula Shanghai (opening in late 2009) and Quail Lodge Resort and Golf Club in Carmel, California. The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower and The Peak Tramways, St. John's Building, The Landmark in Ho Chi Minh City, Vietnam and the Thai Country Club in Bangkok, Thailand

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