



**QUAIL LODGE OFFERS FREE PUTTER FITTING
USING THE MAT-T SYSTEM.**

The only golf course in the Northern California to feature this system

July 23 - CARMEL, CALIF – Quail Lodge Resort and Golf Club proudly features the *Motion Analysis Technology by TaylorMade* system (MAT-T.) For a limited time, the resort is offering a free putter fitting using this state-of-the-art system.

The MAT-T system is an extraordinary tool that elevates swing analysis and club fitting to a new level. Previously available only to PGA Tour professionals, the MAT-T system gathers vital swing information and statistics using multiple high-speed cameras. Using reflective markers placed on strategic parts of the body, the system creates a three-dimensional image of the body and a remarkably sophisticated computer-animated image of the swing, viewable from any angle. MAT-T also executes a multitude of calculations and measurements to develop a data-driven personal club recommendation. The certified PGA instructional team will analyze the data to identify each golfer's specific needs with remarkable precision. The objective of club-fitting is to provide the player with the proper equipment to maximize their performance with every club in their bag: Driver, Fairway Woods, Hybrids, Irons, Wedges, Putter and Golf Ball.

The free putter fitting should take about 15 minutes, and will give golfers a taste of what a full fitting using the MAT-T System can offer. After each full-fitting, the golfer receives custom-fit forms with recommendations for each club in the bag. The data sheets contain information of each swing and is accompanied by a playable CD-ROM. This CD-ROM can be viewed at home or with an instructor and gives either the ability to analyze the golf swing frame by frame and from 360 degrees. While equipment purchase is not required, those who purchase clubs at the time of fitting will also receive customization at no additional cost and future support that is not offered by most retail or golf shops. Post-fitting instruction is also available at a discounted rate.

Each full fitting session is two hours for \$300 per person. One-hour fittings are also available for \$200. For more information or to schedule an appointment please call (831) 620-8905 or email mattsystem@quailodge.com.

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 pools, tennis courts, 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.

###

Media contact: Allison Maudlin
Marketing and Public Relations Coordinator
Quail Lodge Resort and Golf Club
8205 Valley Greens Drive, Carmel, CA 93923
(T) 831.620.8876
(F) 831.626.8481
Email: amaudlin@quailodge.com
Website: www.quailodge.com
Digital Photo Library: www.leonardo.com/peninsula/