



IMPACT ZONE GOLF SCHOOL RETURNS TO QUAIL LODGE GOLF CLUB

Identifying Five Swing Dynamics to Improve One's Game

OCTOBER 28 - 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 the Impact Zone Golf School back to Quail Lodge Golf Club on Sunday, November 22 and Monday, November 23.

Featuring expert instruction by PGA Professional Bobby Clampett, along with his personally certified instructors, this two-day school includes extensive golf lessons on the scenic course at Quail Lodge. The cost of the school is \$2,295 per person and includes two full days of instruction, along with breakfast and lunch daily. Those interested in being a part of the first Impact Zone Golf School should call 831-624-2888 or email golfacademy@quailodge.com.

With the publishing of Clampett's first book in April 2007, *Impact Zone*, co-authored by 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. Sarah Cruse, General Manager of Quail Lodge Resort 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 he returns to the nest of Quail Lodge to teach, educate and share himself and his gift of golf through his Impact Zone Golf School."

Clampett began playing 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 the Robert Louis Stevenson School. He was named to the 1st Team All-American, all of three years while attending the Brigham Young University, setting an 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, California, 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 US\$ 1.4 million over a 14-year full-time career.

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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