

PINEHURST NEWS

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PINEHURST SABBATICAL DELIVERS GOLF LOVER'S DREAM

VILLAGE OF PINEHURST, N.C. (May 1, 2007) – If you could abandon all but your golf game for one month, could you dominate the links as well as you do the boardroom?

Passionate golfers can find the answer at Pinehurst Resort through an exclusive, unique experience called the Golf Sabbatical. From world-class golf instruction and mind exercises with a renowned sports psychologist to personal training sessions and lessons on how to expertly read greens, this pilgrimage to the St. Andrews of American golf allows you to enhance all aspects of your game while exercising that knowledge on some of the country's most celebrated golf courses.

"The question is not why we'd put together such a program," said Don Padgett, president of Pinehurst. "The question is, 'Why haven't we done it yet?' If such a program exists, it should exist at Pinehurst."

Your trip includes a 30-day stay in a Pinehurst suite, complete with meals, laundry service, fully loaded Acura and unlimited golf, every day, on Pinehurst's courses. Enjoy two spa treatments a week on the package, along with a personal therapist to aid in conditioning throughout your stay.

Leader becomes learner as you journey between expert sessions and introspection - as all modern sabbaticals do. And Pinehurst includes a personal planner that handles all the small details on-site.

Week One. Warm up on the links, and get to know the starters by name after receiving your 30-day supply of Pro V1s. Take time at the Golf Academy to have your swing and clubs analyzed on Titleist launch monitors - and have new top-of-the-line clubs fitted just for you (the first Sabbatical participant gets a free Titleist set). Spend an afternoon at the Donald Ross house off of No. 2's third green and study Ross' hand drawings at the Tufts Archives. Follow it up with a fireside chat

with celebrated golf writers like Jim Dodson, on how golf legends were made, not born. Finish the week by fitting in a playing lesson with a pro, the first of your 12 hours of instruction.

Week Two. Build a better swing from the ground up. Take a two-hour intense session at the short-game school with an instructor - and follow it up with a deep tissue massage. Spend time at the indoor putting classroom to analyze your stroke from every angle. Sit down with Dr. Richard Coop, noted sports psychologist, to get your mind game in shape. Play a round a day, including one with the Director of Golf, who, by day 14, you'll know on a first-name basis.

Week Three. Homesick? Pinehurst's partnership with Delta will allow you to fly a friend or spouse in for the weekend - or send you home to regroup. Back on the links, you'll spend hours with the greatest loopers in the game on how to read the greens as a pro. Pinehurst superintendents take you behind the scenes on how to read (and conquer) the stimpmeter, cut a hole and work a design pattern in mowing the fairways. There's more time on the driving range with Top 100-ranked golf instructor Eric Alpenfels or PGA pro Kelly Mitchum - as your perfected swing feels effortless, timeless. By the end of the week, you're completely immersed in the lure of the dew sweepers, and can anticipate the carillon as it rings on the hour.

And when you're tired of your own skin, you can trade it and your suitcase in for a \$1,000 personal shopping session with the Pinehurst retail team.

Week Four. Congratulations. You are now the unofficial mayor of Pinehurst. Fit in a round of golf with the executives of Pinehurst and the real mayor - and have Caddie Hall of Famer Willie McRae carry your bag. Invite your favorite golf buddy to join you (a two-night golf trip is included in your stay for whomever you choose) as the staff greets you by name. Feel free to provide introductions throughout the town - from your buddy Tom Stewart at the Old Sport and Gallery to Peter Barrett at the Pine Crest Inn. Have your swing analyzed again and take home a video documenting your improvement along with tips on continuing the learning process.

By the time your Celebration Ceremony is complete, you'll agree that the unlimited experience carried a worth beyond the \$29,500 inclusive price tag. It's taught you how to be a better person, by a game that teaches life's most important lessons.

For those with a little less time and little less fervor, a 10-day, \$11,500 option is also available with a few less bells, balls and whistles.

For more information or to make a reservation, see www.pinehurst.com or call 800-487-4653.

Located in the North Carolina heartland, world-renowned Pinehurst Resort is a 2,000-acre property featuring spa, golf, tennis, family, events and leisure recreation. Built in 1895, it has hosted such international events as the U.S Open Golf Championship, U.S. Clay Court Tennis Championship, and the U.S. Kids Golf World Championship. It continues to receive numerous awards for its exceptional accommodations, dining, meeting and children-friendly offerings, including #1 Resort by the readers of *Travel + Leisure Golf* magazine, and the coveted Mobil Four-Star Spa recognition, the only facility so designated in a three-state region.

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