

FOR MORE MEDIA INFORMATION:  
JAMIE FOLEY/SUMMER HAACK  
THE ZIMMERMAN AGENCY • (850) 668-2222  
SHAACK@ZIMMERMAN.COM

FOR IMMEDIATE RELEASE:  
JAN. 16, 2008

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## **SAWGRASS GOLF RESORT & SPA, A MARRIOTT RESORT INTRODUCES AN EXPANDED AND REFRESHED LOBBY AND IRISH BAR**

PONTE VEDRA BEACH, Fla. – **Sawgrass Golf Resort & Spa, a Marriott Resort** is continuing its commitment to establish Sawgrass as one of the premier golf, spa, beach and convention destinations in the world while still serving as an outstanding amenity for the local community and the PGA TOUR by introducing an expanded and refreshed lobby and a new Irish bar in January 2008. The property's ownership group, a joint venture comprised of affiliates of Irish-based investment company **Redquartz Boundary Ltd.** began encouraging the establishment of Sawgrass as a top destination in the country in 2006 with a \$16 million dollar capital improvement program.

"In addition to our recent complete guestroom upgrade, Sawgrass Golf Resort & Spa is continuing to deliver a new level of luxury and service through a lobby expansion and construction of an Irish bar," states Jeff Kmiec, director of sales and marketing. "The lively and interactive living room setting of the lobby and classic pub atmosphere of Kelly's Pub creates a social and engaging experience for guests."

The new design of the "great room" style lobby creates an upscale and urban atmosphere for networking, providing an open environment with a variety of seating and meeting areas. Designed for the 24/7 work patterns of today's business travelers who mix work, relaxation, socializing and play throughout their day, the great room concept allows guests to tailor the use of lobby space and the latest technologies to their own needs. The new lobby bar will be the heartbeat of the hotel with hand crafted drinks, cocktail party snacks and a lively interactive living room setting. Kelly's Pub, a warm, friendly Irish tavern with classic pub favorites, hand carved sandwiches, and great whiskey & beer selections is located at the former site of Champs Sports Bar.

Bringing guests a new level of luxury, \$16 million guest room renovations transformed the rooms into the Marriott "Revive" style in 2006. Currently, each room incorporates a fine collection of contemporary wood furnishings and distinctive silver light fixtures, amidst a backdrop of delicately blended earth tones in the new carpet, wall and window treatments and coordinated artwork. Marriott's "Revive" style bathrooms, plush bedding, more spacious workspace and plasma TV's completed the bold transformation.

Sawgrass Golf Resort & Spa's guestroom renovations coincided with a \$40 million improvement program at the PGA TOUR's flagship TPC Sawgrass, where extensive \$10 million renovations were made to THE PLAYERS Stadium Course featuring a variety of aesthetic and competitive enhancements along with state-of-the-art new drainage and irrigation systems designed to help the course maintain its pristine playing conditions year-round. The \$30 million construction of a spectacular, 77,000-square-foot Mediterranean Revival-style clubhouse in May 2007 helped elevate THE PLAYERS Championship as one of the world's premier professional golf events.

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Enhanced practice facilities, the addition of the TOUR Academy and the launch of a new Caddie Program enables golfers to walk the course in the same way THE PLAYERS competitors do and provides guests with a true PGA TOUR experience.

Hailed as one of the “Top 10 Best Golf Resorts in the World” by *Travel + Leisure Golf* magazine, Sawgrass is “Home of THE PLAYERS” and encompasses Sawgrass Golf Resort & Spa, a Marriott Resort and TPC Sawgrass, including the famed THE PLAYERS Stadium Course, Dye’s Valley Course, the TOUR Academy at TPC Sawgrass and the 77,000 square-foot Clubhouse completed in May 2007. Sawgrass Golf Resort & Spa -- chosen by *Golf Digest* readers as one of the Top 34 golf resorts in America -- serves as the Exclusive Hotel of TPC Sawgrass in Ponte Vedra Beach, Fla. and boasts 99 holes of world-renowned golf spanning five courses, the new 25,000 square-foot Spa at Sawgrass, four resort swimming pools and access to 26 miles of Atlantic beach at the Cabana Beach Club.

To experience these outstanding improvements at Sawgrass, call the **Sawgrass Golf Resort & Spa, a Marriott Resort** at **800-457-GOLF** or visit **[www.sawgrassmarriott.com](http://www.sawgrassmarriott.com)**.

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