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YEAR 2008

THE PLAYERS CHOICE

PONTE VEDRA BEACH, Fla. -- The Exclusive Hotel of TPC Sawgrass and home of THE PLAYERS Championship, the magnificent 65-acre Sawgrass Golf Resort & Spa, a Marriott Resort, provides “THE PLAYERS Choice” sports playground and a private Cabana Beach Club with privileges exclusive to guests.

Bordered by a 26-mile stretch of uninterrupted, pristine Florida beach between Jacksonville and historic St. Augustine, the award-winning Sawgrass Golf Resort & Spa is the second largest golf resort in America with 99 holes of world-renowned championship golf, including the famed THE PLAYERS Stadium Course at TPC Sawgrass. Named one of the top 10 “Golf Resorts in the World” by *T&L Golf* and boasting the prestigious Silver Medal from *Golf Magazine*, the resort offers an unparalleled experience.

For families it is best known as one of the “Top 50 Family Resorts” by *Better Homes and Gardens* with something for everyone such as nature trails to hike or bike, nine tennis courts, an Arnold Palmer-designed 18 hole putting course, table tennis, lagoon fishing, and an exceptional children’s club -- Grasshopper Gang.

Sawgrass Golf Resort & Spa recently completed a \$16 million enhancement of guest rooms in the main tower of the resort. Each room has been transformed into a Marriott “Revive” room, bringing guests a new level of service, luxury and indulgence. Guest rooms include new contemporary wood furnishings, light fixtures, wall and floor coverings, window treatments and coordinated art work, high speed internet and plasma TVs; larger bathrooms with marble vanities, dual sinks, framed mirrors and chrome fixtures; and new mattresses, plush sheets and an abundance of down pillows.

The 25,000 square-foot, freestanding Spa at Sawgrass entices guests with customized treatments to touch mind, body and soul. Relaxing with the serenity of nature, spa goers select tailored sessions with times ranging from 25-minute Express therapies for those with limited time to all-day relaxation experiences, while the gracious staff and warm, accommodating service reflect a Southern flair to the European-style spa.

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The sprawling Sawgrass Golf Resort & Spa is surrounded by Florida's uppermost Atlantic shore to the east and the marsh-like Intracoastal Waterway to the west. The emerald-glassed Marriott is wrapped with 15 acres of alligator-filled lagoons, waterfall-framed pools, moss-draped water oaks, twisted palms and giant magnolias.

Inside, a variety of exotic plants and palms are among the characteristic focal points of the lobby, which showcases a 70-foot atrium with skylight and a spectacular panoramic view of the lagoon island.

Off the main atrium, the teakwood Cascades deck entices guests to enjoy a cocktail while soaking in expansive views of the THE PLAYERS Stadium Course and the surrounding lagoons.

The largest meeting resort between Atlanta and Orlando, Sawgrass Golf Resort & Spa features 508 guest rooms, suites and golf villas and two group housing coordinators. The unmatched 56,000 square-foot meeting complex has a private entrance and includes a new 16,000 square-foot Champions Ballroom, 8,000 square-foot Masters Ballroom, 4,000 square-foot Heritage Ballroom and 12,500 square feet of dedicated exhibit space.

The meeting complex also includes two executive board rooms, two hospitality suites, five conference rooms, permanent meeting registration desk and meeting planner office with extensive services. A 5,100 square-foot Island Green Pavilion is perfect for weddings and quaint receptions. The resort touts the Pinnacle and Ace Awards from *Successful Meetings*, Gold Key and Gold Tee Awards from *Meetings & Conventions*, Paragon Award from *Corporate Meetings & Incentives* and the Executive Choice Award from *Sales & Marketing Management*, among others.

Besides being recognized for its contrasting -- wildly native, yet manicured -- amenities, Sawgrass Golf Resort & Spa is also synonymous with golf. As home of the PGA TOUR and Senior PGA TOUR, Sawgrass offers a myriad of player sightings including golf greats, Jim Furyk and Fred Funk.

With 99 holes spanning five courses, it is one of only two resorts worldwide hosting two TPC Courses -- with THE PLAYERS Stadium Course ranked one of "America's Greatest Golf Destinations" by *Golf Digest* and "Best Resort Course in Florida" by *T+L Golf*. Sawgrass Golf Resort & Spa guests have exclusive privileges and access to the legendary THE PLAYERS Stadium Course and Dye's Valley Course without a TPC Sawgrass membership or as a member guests. In addition to world-renowned courses, Sawgrass also offers four practice facilities and six practice greens. David Kraus, the resort director of golf, expertly schedules tee times and coordinates special golf events.

THE PLAYERS Stadium Course, re-opened November 2006 after a \$10 million renovation project initiated by the PGA TOUR under the direction of the original world-renowned course architect, Pete Dye. While remaining similar in character, the “new” course features a variety of aesthetic and competitive enhancements along with new state-of-the-art drainage and irrigation systems designed to help the course maintain its pristine playing conditions year-round. Dye’s Valley Course is in excellent condition following more than \$1 million in enhancements completed in the spring of 2006, including extensive landscaping improvements and bunker reconstruction.

The new \$40 million, 77,000 square-foot Mediterranean Revival-style TPC clubhouse features an event lawn, Main Dining Grille, terrace, banquet and meeting space, lounge, Member/Player locker rooms, resort locker rooms, golf shop, gallery, exhibits and displays depicting the history and legend of the PGA TOUR and THE PLAYERS, practice facilities, TOUR Academy, and Caddie Program.

For the younger set ages five to 12, the Grasshopper Gang children’s program provides daily, supervised activities ranging from sandcastle sculpting and shell scouring along the beach to evening pizza-pool parties, “Dive-In Movies” and pajama parties.

Whether it’s sunning along miles of beautiful Atlantic beach, ocean swimming, plunging into one of four swimming pools or two pint-sized pools, fishing in more than 350 acres of freshwater lakes and ponds, embarking on a deep sea charter or launching a sailing excursion -- the water-bound Sawgrass Golf Resort & Spa is a seafarer’s delight.

A discovery side trip to America’s Oldest City, St. Augustine, and shopping at the new St. John’s Town Center and “boutiquish” Sawgrass Village are only minutes away. Shopping on site is available at Sawgrass Specialties for casual, designer resort wear. Nearby favorite family adventures include the Alligator Farm and the oldest masonry fort in the country, Castillo de San Marcos.

With all the activity, Sawgrass Marriott Golf Resort & Spa guests treat appetites to an outstanding collection of seven restaurant concepts and two lounges. From **THE AUGUSTINE GRILLE**, serving grilled specialties in a casual, clubhouse atmosphere to the tantalizing buffets and sensational menu selections of **CAFÉ ON THE GREEN** and **CAFÉ ITALIANO** and burger and fry favorites of the **100TH HOLE** – Sawgrass Golf Resort & Spa satisfies the tastes of all guests.

The beachfront Cabana Club options range from seafood selections in the distinguished charm of the upper level **OCEAN VIEW**, with outstanding views of the Atlantic Ocean, to **THE SEA PORCH**, a casual bar and grill, to **SHARKEY’S** outdoor snack service for sunbathers.

Lounge favorites include **KELLY'S PUB**, a warm, friendly Irish tavern offering classic pub favorites, hand-carved sandwiches and great beer & whiskey selections and **CASCADES**, an intimate lounge cradled by cascading waterfalls. Outside, guests enjoy cocktails with a view of the 13th hole of **THE PLAYERS** Stadium Course on Cascades Deck. Located in the lobby atrium, **STARBUCKS CAFÉ** offers a quick “pick-me-up” for world-weary guests.

For the spa-goers, **SOOTHIES**, the poolside juice bar, features well-deserved rewards for a good workout such as energizing drinks and smoothies accompanied by specialized spa cuisine.

From world-renowned golf for meeting groups to family fun on the beach, the majestic Sawgrass Golf Resort & Spa creates a unique resort collaboration for all types of play.

For reservations, call **800.457.GOLF (4653)** or **904.285.7777** or visit **<http://www.sawgrassmarriott.com>**.

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