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PEBBLE BEACH
RESORTS

ACCLAIMED PEBBLE BEACH GOLF LINKS PREPARES FOR 2010 U.S. OPEN CHAMPIONSHIP

(PEBBLE BEACH, Calif.) The 2010 U.S. Open Championship will mark the fifth time that the storied course has hosted this prestigious event. Opened in 1919 and designed by Jack Neville and Douglas Grant, Pebble Beach Golf Links has hosted ten previous USGA championships. Tiger Woods' 15-stroke victory in 2000 – his first U.S. Open win – was the largest ever recorded at a major golf tournament. Prior winners at Pebble Beach were Jack Nicklaus in 1972, Tom Watson in 1982, and Tom Kite in 1992. In preparation for the 2010 U.S. Open Championship, Pebble Beach has unveiled a number of improvements since the 2000 U.S. Open.

The primary purpose for these improvements was to maintain Pebble Beach's historic shot value, in light of the increased length exhibited by today's players. Some of the most dramatic changes occurred on the 6th and 18th holes, where the ocean was brought more into play through the strategic placement of bunkers and Cypress trees. At the 6th, the large fairway bunker at the lower landing area was replaced with five new bunkers that shift the landing area to the right towards the ocean. On 18, arguably the greatest finishing hole in golf, two Cypress trees and a fairway bunker were added in the landing area to force longer hitters to aim left towards the Pacific. In summary, 4 greens and 16 bunkers have been rebuilt, altered or installed, 11 tees have benefited from enhancements, 6 holes have seen the addition or adjustment of trees and the total length of the course has been extended to 7,014 yards.

"In the work we did to enhance the holes in preparation for the 2010 U.S. Open, the team reviewed countless historical photographs and documents to make sure we maintained the integrity, drama and grit of the original design.

Our goal has been to strengthen Pebble Beach for today's player, while maintaining its timelessness. I believe we have accomplished this goal with the many improvements made over these past few years.

Pebble Beach is a national treasure to the game of golf. I am proud to have had a hand in preparing it for the 2010 U.S. Open and for all golfers who come to Pebble Beach to enjoy its many challenges. "

-Arnold Palmer

(more)

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On the next two pages is a hole-by-hole list of course preparation for the United States Open, which will be held June 14-20, 2010.

Hole #1

- Rebuilt #1 green to USGA Specifications and enlarged by 700 sq.ft. (2007)
- Extended left greenside bunker to wrap the length of the green (2007)
- Split right greenside bunker into two bunkers (2007)

Hole #2

- Added new championship tee (15 yards) (2003)
- Planted trees to create a narrow chute for the second shot just prior to the barranca bunker (2003)
- Extended last right hand side fairway bunker into landing area (2003)
- Rebuilt green to USGA specs (2003)
- Pinched front two bunkers into approach area to create a smaller opening from the fairway (2003)
- Installed a fairway bunker on left hand side of fairway near landing area (2004)

Hole #3

- Rebuilt green to USGA Specifications and enlarged by 200 sq. ft. (2006)
- Tent Pad renovations – lowering and re-grading (2006)
- Installed Cypress trees along left side of the dogleg (2006)
- Added new championship tee (15 yards) (2007)
- Installed three new fairway bunkers along right side of the fairway (2007)

Hole #4

- Planned changes to fairway bunkers – flip pot bunker towards coastline and add a bunker upper left of landing area in the fairway (2009)

Hole #5

- Installed Seawall to protect the entire green (2007)
- Lengthened Championship Tee by 10 yards and rebuild all teeing surfaces (2008)

Hole #6

- Added new fairway bunker 75 yards short of the green on the left side of the second shot landing area (2004)
- Removed large bunker at lower fairway landing area and install 5 new bunkers along the left side (2008)

Hole #7

- Rebuilt entire tee complex and move cart path out of line of sight (2008)

Hole #8

- Added upper tee surface (2001)

Hole #9

- Added new championship tee – 50 yards total since 2000

Hole #10

- Planned change to add a new championship tee – 35-50 yards (scheduled 2009)

Hole #11

- Added a new championship tee – 10 yards (2008)

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Hole #12

- No changes

Hole #13

- Planned change to add a new championship tee (scheduled 2009)

Hole #14

- Installed two bunkers along the left side of the fairway to pinch the landing area (2003)
- Installed one bunker along the right side of the fairway to pinch the landing area (2003)
- Rebuilt and lowered teeing area (2004)
- Planted one large Cypress on right side of the fairway 100 yards out from the green to pinch the landing area (2004)

Hole #15

- Removed roadway (Live Oak Meadow road) in front of teeing area (2003)
- Rebuilt green to USGA Specifications (2004)
- Installed 5 new bunkers along the left side of the fairway which includes a pot bunker placed 10 yards in the fairway all near the landing area (2005)
- Planted Cypress trees along right hand side of fairway (2006)

Hole #16

- Rebuilt teeing grounds (2003)
- Planted three large Cypress trees (two before the barranca bunker to create a chute towards the green and one near the bridge to create a true dogleg on the hole). (2005-2006)

Hole #17

- Enlarged tee complex (2004)
- New path and hedge replacement on right side of the hole (2004)

Hole #18

- Replaced big pine in front of the green with a large Cypress tree (2002)
- Installed one fairway bunker along the right side of the landing area near trees in the fairway (2002)
- Replaced two trees in the fairway and adjusted them towards green to protect new landing area 20 – yards (2003)
- Seawall fairway bunker expansion (2003)

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About Pebble Beach Company: Pebble Beach Company, headquartered in Pebble Beach, Calif., owns and operates the world-famous Pebble Beach Resorts, including *The Lodge at Pebble Beach*, *The Inn at Spanish Bay* and *Casa Palmero*. The company also operates four renowned golf courses: *Pebble Beach Golf Links*, *Spyglass Hill Golf Course*, *The Links at Spanish Bay* and *Del Monte Golf Course*. Its other famed properties include the scenic *17-Mile Drive* and *The Spa at Pebble Beach*, and it annually hosts premier events such as the *Pebble Beach Concours d'Elegance*, the *AT&T Pebble Beach National Pro-Am*, the *Callaway Golf Pebble Beach Invitational* and the *Walmart First Tee Open at Pebble Beach*. Site of the 2010 U.S. Open, Pebble Beach Golf Links has hosted four U.S. Opens, four U.S. Amateurs, one PGA Championship, and numerous other tournaments.