

**FOR: PACIFIC PALMS
CONFERENCE RESORT**
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FOR IMMEDIATE RELEASE

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**A NEW DAY FOR ‘THE IKE’ CHAMPIONSHIP GOLF COURSE
AT PACIFIC PALMS CONFERENCE RESORT**

‘The Ike’ reopened November 2006

Industry Hills, California – The greens are smooth, the fairways wide and lush, and the fall weather perfect. A new morning has dawned on the Dwight D. Eisenhower (The Ike) golf course at Pacific Palms. One of two courses at the Industry Hills Golf Club, this championship golf course reopened its links November 2006 after undergoing a multi-million dollar refurbishment.

Considered one of the best in Southern California over its 25 years, the refurbishment of this classic par-72 course offers golfers a number of dramatic yet visually subtle improvements to playability. Everything has been done to maintain a high quality of play for the next 25 years. The fairway turf has been completely replaced with hybrid Bermuda Tiffway II grass, commonly used on major PGA courses, to ensure a highly consistent playing surface. The green complexes on holes 10, 12, 14, 15, 16, and 18 have been reconstructed and planted with Poa-Ana cores from the course’s existing greens. The sand in all bunkers has been replaced and the edges reshaped and a state-of-the-art Toro watering system has been installed to ensure these refurbishments stay strong and healthy well into the future.

“The two reasons for truly appreciating a golf course are the quality of the layout and the consistency of the maintenance. This refurbishment guarantees both will be reasons to play ‘The Ike’ for years to come,” says Dave Youpa, PGA Director of Golf at Pacific Palms. “This is a large, mature golf course here with huge trees and long, wide fairways. People love the layout; it challenges golfers of all levels without being penal. Of course, the maintenance here is top-notch, and we intend to keep it that way. That was one of the important objectives of the refurbishment, to make sure we’ve got the same high quality of play for the next twenty-five years.”

Rounding out the Industry Golf Club is the par-71 Babe Didrikson Zaharias (‘The Babe’) golf course. Built for the future, these 36 holes of championship golf are long and perfectly

maintained, guaranteeing a high quality of play throughout. The Babe reopens in spring 2007 after undergoing an extensive refurbishment project. Similar to the work done on the Ike, the Babe will receive new fairway turf, reconstructed greens, a new watering system, and reworked bunkers with completely new sand. The Pro Shop will also reopen this summer.

An exciting event is planned in spring 2007 celebrating the new Industry Hills Golf Club and the other Resort highlights. Guests will be invited to experience the refurbished golf courses, relax at the new Spa at Pacific Palms, and enjoy the delicious fare served at the new Elements Grill & Bar.

Set against the majestic San Gabriel Mountains, Pacific Palms Conference Resort offers 292 oversized guest rooms, appealing to both business and leisure travelers. As Southern California's only dedicated conference facility, this luxurious resort features over 45,000 square feet of meeting space with every amenity expected from a world-class resort. The premier restaurant Cima serves up eclectic Pacific fusion cuisine. A favorite shooting location of Hollywood movie, television, and advertising productions, the resort is centrally-located and easy to reach from anywhere in Southern California. The Spa at Pacific Palms premieres spring 2007. For more information on the Industry Hills Golf Club, please call (626) 810-GOLF. For membership information, call Betty Kuan at (626) 854-2351. Pacific Palms Conference Resort, One Industry Hills Parkway, Industry Hills, CA 91744, (626) 810-4455, www.pacificpalmsresort.com

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