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INDIAN WELLS GOLF RESORT EARNS A 2010 GOLF WORLD READERS' CHOICE AWARD AS ONE OF THE TOP 50 RESORT COURSES IN THE NATION

INDIAN WELLS, Calif. – The readers of *Golf World* magazine placed Indian Wells Golf Resort in the list of the Top 50 Resort Courses in the Country. Tied with Grand Cypress Golf Club at number 47, Indian Wells Golf Resort earned a distinction that places it in an exclusive club headlined by notable resort courses such as Kiawah Island Golf Resort at number one, Bandon Dunes Golf Resort at number two and Whistling Straits at number five.

“Since opening our doors to the golf world years ago, the resort has certainly received some special distinctions,” said Greg Johnson, city manager for the City of Indian Wells. “And from my perspective, it never gets old. In this particular case, it was the readers of *Golf World* who compiled the rankings. This gives us keen insight as to how we’re doing from the point of view of the avid golfers who visit our club. We’re very happy to have made such a positive impression.”

Readers evaluated the clubs by using 10 criteria: quality of courses, condition of courses, reputation/prestige, golf practice facilities, speed of play, clubhouse/locker room, hotel accommodations, caddie program, golf pro shop, food/dining, off-course activities/amenities, service and overall value. Each of the criteria were scored on a 10-point scale with 100 representing a perfect aggregate score. Indian Wells Golf Resort came in with an aggregate score of 85.49. In what turned out to be a very diverse and exhaustive appraisal, more than 46,000 individual facility rankings were collected, an undertaking that prompted *Golf World's* Senior Writer, Ryan Herrington, to say, “...the Readers' Choice Awards are more than just another ranking of courses, but an assessment of the overall golf experience.”

Players Course

Conceived in the spirit of a classic American design style, The Players Course features wide playing corridors, traditional rectangular tee boxes and sculpted bunkers. Most of the holes are oriented to take full advantage of jaw-dropping views of the surrounding mountain ranges and majestic Eisenhower Mountain to the south. As a core-golf layout, no roads or homes intrude into the golf course, and each hole is designed to be somewhat sheltered from the others to elicit a feeling of solitude. Uniquely, Fought was able to utilize many of the mature trees found on the original East Course property to impart the feel of a venerable facility while at the same time delivering a modern approach to golf course design. But to be clear, the mature tree cover and geographical location are about the only two things that the original East Course (opened in 1986) and the Players Course have in common. By design, the Players Course is completely different than the original golf course.

Celebrity Course

The Clive Clark-designed Celebrity Course opened November 1, 2006 to rave reviews. Much like its counterpart, Celebrity Course offers the same core-golf experience with mountain views, mature tree cover and excellent playing conditions. But it's Clark's attention to aesthetic detail that sets the Celebrity Course apart. Desert wildflowers cover the out of play areas as well as encircle the greens creating a colorful backdrop. Sweeping mounds and sharply edged bunkers loaded with sugar-white sand also contribute to the course's overall appeal. Seven water features – waterfalls, creeks and ponds – come into play on nine holes, and are designed to have both a visual and strategic impact.

As a site for competitive golf, the Celebrity Course was on full display, as hosted the 2007 and 2008 SKINS GAME. In 2007, Stephen Ames took top honors and KJ Choi bested his fellow competitors in the 2008 event. The Celebrity Course's many risk/reward challenges and fine conditioning provided the ideal arena for the world's best to display their abilities.

Indian Wells Golf Resort

The Indian Wells Golf Resort has been a popular golf travel destination for nearly 20 years with its two golf courses, four adjacent hotel/resorts and great winter climate leading the way. The City of Indian Wells, owner of the golf resort, decided to further elevate the Indian Wells golf experience by embarking on an ambitious facility-wide project that yielded two new golf courses – Celebrity Course opened November of 2006 and Players Course followed November of 2007. In addition, the spectacular IW Club (clubhouse) opened to the public in 2008. Soon after opening, it won 1st

Place in the 2008 *Golf Inc.* magazine Clubhouse Competition. The richly appointed IW Club houses an impressive array of amenities including the Callaway Performance Center, fine and casual dining, jaw-dropping golf shop, sprawling patios, nine-hole lighted putting course, complete practice facility and a host of other amenities. For more information call 760.346.4653 or visit www.IndianWellsGolfResort.com.

Complete Listing of Awards and Accolades

- Golf World – 2010 Readers’ Choice Awards: “Top 50 Resort Course in the Country”
- “Golfweek’s Best Courses You Can Play” in California, ‘08 – Players Course No. 20, Celebrity Course No. 15
- “Golfweek’s Best Courses You Can Play” in California, ‘09 – Players Course No. 10, Celebrity Course No. 14
- “Golfweek’s Best Municipal Courses You Can Play” in the Nation, ‘07-’08 – Players No. 3, Celebrity No. 7
- “Golfweek’s Best Municipal Courses You Can Play” in the Nation, ‘08 -’09 – Players No. 7, Celebrity No. 6
- “Golfweek’s Best Tour Courses You Can Play” – Celebrity Course No. 18
- “Golfweek’s Best New Courses You Can Play” in the Nation, ‘07 – Players Course No. 30
- *Golf Magazine*: California’s Top 30 Public-Access Golf Courses: Players No. 13, Celebrity No. 16
- *Golf Digest Golf Guide*: Players Course earned 4 ½ stars out of 5 in “Best Places You Can Play”
- 2009 Golfweek’s Best Resort Courses of Distinction
- IW Club placed 1st in the 2008 *Golf Inc.* magazine Clubhouse Competition
- IW Club, 1 of the “13 Best New Restaurants” – *Palm Springs Life*