

## **The Callaway Golf Performance Center At The Golf Resort At Indian Wells Offers A Summertime Golf Equipment Fitting Promotion**

### ***\$25 incentive to get fitted and play better golf***

**INDIAN WELLS, Calif.** - Golfers who schedule an equipment fitting at The Callaway Golf Performance Center, located at The Golf Resort at Indian Wells, prior to 9-30-06 will receive a \$25 merchandise certificate good for a wide array of golf merchandise. The state-of-the-art Callaway Performance Center offers one of the most precise swing analyses available with high-speed cameras and trajectory simulation software that captures swing mechanics and ball flight data. The professional staff then analyses the data to match the appropriate equipment specifications to each golfer. Plus, The Callaway Golf Performance Center is air-conditioned allowing golfers to escape the desert heat while improving their game.

"Having a professional recommend the correct equipment is one of the most effective ways to improve performance on the golf course," said Joe Williams, Head Golf Professional of The Golf Resort at Indian Wells. "When golfers play better, they enjoy the game more, and we hope that a \$25 merchandise certificate will encourage more golfers to get fitted."

**To schedule an appointment at the Callaway Performance Center call 760.346.4653 or visit [www.golfresortatindianwells.com/callaway](http://www.golfresortatindianwells.com/callaway)**

Located in Southern California's Coachella Valley, The Golf Resort at Indian Wells has been a staple golf destination for nearly 20 years. With 36 holes of golf and four high-end resorts within a stones-throw, The Golf Resort at Indian Wells offers an amenity-rich experience. In an effort to further strengthen its well-deserved reputation: two new golf courses are being built to replace the original 36-hole layout. Construction on the new Clive Clark-designed West Course will be completed in November of 2006. During this time, the original Ted Robinson-designed East Course will be up and running to accommodate public and resort play. Then, construction of the new John Fought-designed East Course will start in November of 2006 (when the West Course opens). The entire project is scheduled for completion in 2007. In addition to the new golf courses, The Golf Resort at Indian Wells will boast a new Douglas Fredrikson-designed clubhouse and a new spacious practice facility.

The Golf Resort at Indian Wells is managed by OB Sports Golf Management which currently manages 24 premier golf facilities throughout the United States and Mexico. Known for its comprehensive and personalized services since 1972, OB Sports has become widely acclaimed as the leader in boutique-style golf course management. For more information about OB Sports, call 480.948.1300, or visit [www.obsports.com](http://www.obsports.com).

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