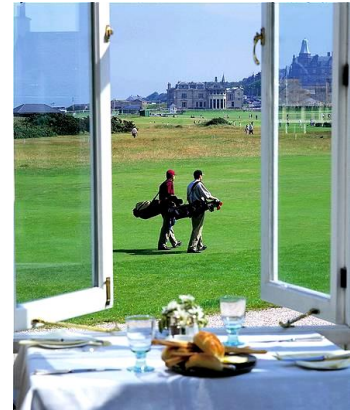


## LEADING HOTELS LAUNCHES “SIGNATURE EVENTS” SERIES AT THE LEGENDARY OLD COURSE AT ST. ANDREWS

*New Golf Program Offers Epic Experiences to Scotland, Dominican Republic and More, [www.lhwgolf.com](http://www.lhwgolf.com)*

NEW YORK (April 9, 2010) – It’s not every day an opportunity to play the world’s most famous golf course presents itself! The Old Course at St. Andrews, the venue for an upcoming Ryder Cup, and La Cana Golf Course in the beguiling Dominican Republic are among the golfing jewels that highlight Leading Golf’s inaugural Signature Events.



Signature Events are an integral part of Leading Golf, The Leading Hotels of the World’s recently announced travel planning and course booking service, which serves as a one-stop shop for discerning golf enthusiasts. Offered exclusively to members of Leaders Club, Signature Events cater to a global group of sophisticated, well-heeled travelers who want to play the world’s finest courses and enjoy unique experiences while staying at extraordinary, one-of-a-kind hotels.

The first event is scheduled August 10 to 14 at The Old Course Hotel, Golf Resort & Spa in St. Andrews, Scotland. Located adjacent to the legendary 17<sup>th</sup> “Road Hole” of the world’s most famous course, the Old Course Hotel offers classically elegant and contemporary interiors and service in the finest traditions of Scottish hospitality.

Golfers also will have the opportunity to play Kingsbarns, the Duke’s Course and the Castle Course, each among Scotland’s most highly respected designs and easily accessible from St. Andrews. Non-golfers will enjoy exploring the town of St. Andrews, which takes its name from Scotland’s patron saint and offers a number of historic attractions, delectable dining and quaint shopping.

In between rounds of golf, the four-day itinerary includes wine tastings, a Champagne reception, lunches as well as two dinners. Tour cost for golfers is \$4,995 and \$3,295 for non-golfers (prices are per person, based on double occupancy).



The Gleneagles Hotel, set in the Perthshire countryside in the heart of Scotland, is the site of the second Signature Event, September 26 to 29. The resort hosted world leaders during the 2005 G8 Summit and is renowned for its luxurious accommodations, elegant restaurants and award-winning spa.

In addition to the PGA Centenary Course, a Nicklaus design that will host the 40<sup>th</sup> Ryder Cup in 2014, Signature Event golfers will play the King’s Course, a classic layout created by five-time Open Championship winner James Braid; and Kingsbarns, a modern interpretation of the best of Scottish links golf. Tour cost for golfers is \$2,850 and \$2,150 for non-golfers.

Through an association with golf and lifestyle tour operator PerryGolf, which helped create the Leading Golf program, guests of the Signature Event at Gleneagles may extend their stay to include the Ryder Cup at Celtic Manor in Wales.

All tour costs are exclusive of airfare, meals and beverages other than those specified, caddie fees and gratuities.

Leading Golf's third event for 2010 – at the Tortuga Bay enclave of the Puntacana Resort & Club in the Dominican Republic – offers a vastly different, but equally inspiring, golf experience from Scotland's history-laden Old Course and Gleneagles venues. From November 3 to 7, guests will play the P.B Dye-designed La Cana and Corales Golf Courses. La Cana boasts 14 ocean-view holes, which in part explains its comparison to Pebble Beach and its ranking as the top course in the Caribbean. The Corales course is a recently completed Tom Fazio design that abuts the sparkling Caribbean Sea on six holes.



Ecologically sensitive Tortuga Bay, which shows off the décor of the Dominican Republic's own Oscar de la Renta throughout its villas, also features the Six Senses Spa, regarded by many as among the world's premier spa and wellness centers.

In addition to great golf, each of the Signature Event properties is a member of Leading Spas, Leading Hotels' global evaluation and accreditation program for luxury spas.

"Whether golfers are interested in an authentic Scottish experience or golf with a more contemporary feel, these Signature Events offer the best of golf travel complemented by the highest standards of style and service," said Claudia Kozma Kaplan, senior vice president of marketing and corporate communications, The Leading Hotels of the World.

In addition to Signature Events, the Leading Golf service includes custom golf touring and golf traveler stay-and-play packages that can be enjoyed at Leading Hotels throughout the world.

The amenities and convenience of Leading Golf can be accessed at [www.lhwgolf.com](http://www.lhwgolf.com), where travelers can browse destinations and make online reservations at Leading Hotels of the World properties in North and South America, Europe, the Middle East, Africa, Asia/Pacific and the Caribbean.

For more details and pricing information for the inaugural event at The Old Course at St. Andrews, please visit [www.lhw.com/leadersclubstandrews](http://www.lhw.com/leadersclubstandrews). For general information about Leading Golf and Signature Events, visit [www.lhwgolf.com](http://www.lhwgolf.com) or call 877-885-2512.

#### **About The Leading Hotels of the World, Ltd.**

The Leading Hotels of the World, Ltd. is the prestigious luxury hospitality organization representing more than 450 of the world's finest hotels, resorts and spas, and is the operator of [www.lhw.com](http://www.lhw.com) and [www.lhwspas.com](http://www.lhwspas.com) – the online sources for your luxury lifestyle. As the largest international luxury hotel brand, the firm maintains offices in 22 major markets across the globe. Since 1928, the company's reputation for excellence derives from the exacting levels of quality it demands of its members, each of which must pass a rigorous, anonymous inspection covering hundreds of meticulous criteria spanning from product to behavioral standards. This set of standards is the most stringent in the industry.

#### **About PerryGolf**

Established in 1984, Wilmington, N.C.-based PerryGolf offers the travel industry's most prestigious and diverse selection of luxury golf tours and lifestyle experiences to the British Isles, Portugal, Spain, France, Italy, South Africa, Australia, New Zealand and China. PerryGolf offers customized golf tour itineraries as well as escorted programs featuring land tours, small-ship charters and luxury train travel. The company's exclusive online trip calculator -- Plan Your Own Tour™ -- allows travelers to generate immediate quotations for trips they create entirely online.

#### **Media Contact for The Leading Hotels of the World, Ltd.:**

Ani Zerounian  
Director, Public Relations

Tel: (212) 515-5782  
E-mail: azerounian@lhw.com

**Media Contact for PerryGolf:**

Bill Bryant  
Bryant Marketing Communications  
Tel: (678) 366-3232  
E-mail: bbryant@bryantmarcomm.com