

**THE WESTIN**  
**KIERLAND RESORT & SPA**  
Phoenix / Scottsdale

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**Westin Kierland Resort Completes Golf Experience  
~Finalizes Partnership with Callaway Golf®~**

(PHOENIX/SCOTTSDALE) – The Westin Kierland Golf Experience includes a multi-faceted approach that takes golfers to a whole new level of the game. Climate-controlled upgrades – “firsts” in the Southwest – debuted in May 2005 with the launch of air-conditioned golf carts.\* At the same time, two 83-foot Callaway Cool Shade Canopies graced Kierland’s driving range, which is flanked by two large Mastercool air-conditioning units June – September. The Callaway Cool Shade canopies will allow as many as 16 players to hit range balls in the shade.

Westin Kierland’s multi-pronged approach to the golf experience brings together traditional golf instruction, on-course play, fitness, training, nutrition and custom club-fitting. ProFit Custom Clubfitting, located at Westin Kierland, provides a full range of golf equipment that guests can actively try, with the guidance of a qualified instructor. Individual needs can be measured and met on-site. Proper fitting clubs along with the latest technology can deliver improved accuracy and control resulting in lower scores.

FORE-MAX Golf Training Systems, exclusive program at the Westin Kierland headed by Fitness Director Steve Heller, improves accuracy and distance off the tee while enhancing overall fitness. This one-of-a-kind training system is based on three distinct areas of emphasis: flexibility, functional golf strength, and aerobic conditioning. The result is a personalized work out program that is virtually guaranteed to increase driving distance and stamina on the course, as well as to enhance an existing fitness lifestyle. Proven results range from very little change to a dramatic 20 mph and 60-yard increase.

At Kierland Golf Club, guests will find expert instruction led by industry-lauded professionals, Mike and Sandy LaBauve of LaBauve Golf Academy, both are listed among the “Top 100 Instructors” by *Golf Magazine*. Mike is also listed among the “Top 50 Instructors” by *Golf Digest* and Sandy is listed in *Golf Digest’s* “Top 50 Women Instructors.”

Kierland Golf Club also provides a Callaway Golf® experience, which includes the use of Big Bertha Blue as range balls. The innovative golf ball utilizes two-piece technology with patented HEX Aerodynamics for extreme power and playability. In addition, Kierland now provides the complete Callaway rental package, including the latest woods and irons from Callaway, along with golf balls, gloves and shoes. Kierland and Callaway have partnered to create the most complete golf experience in not only the valley but in the nation.

More than a decade ago, Callaway Golf Company revolutionized driver technology with the original Big Bertha Driver. Today, the industry leader produces scientifically advanced products like the new Big Bertha Drivers, Big Bertha Fusion Irons, and the HX Tour Golf Ball. Callaway Golf® uses cutting-edge technology to make premium products for all types of golfers, regardless of age, gender or ability.

“Kierland Golf Club’s goal is to create a niche in a heavily competitive golf market by providing superlative playing conditions, service and climate-controlled amenities, such as our golf cart and driving range enhancements,” said Mike Champagne, director of golf at Kierland Golf Club.

\*The first phase of the enhancement project was completed in late May with the debut of air-conditioned golf carts. The unit directs cool, dry air to the back of the neck and reduces the all-around humidity inside the cart. The system cools the air by as much as 50 degrees, reducing a sweltering 115-degree afternoon in Phoenix to a pleasant 65 to 70-degree environment. There are two units per golf cart to accommodate each golfer. The system is “pressure activated” via the cart’s seat. This ensures that the cooling system doesn’t run when the cart is vacant. **Not just a cooling system, in cooler winter months the system will provide heating. It is equipped with an energy-efficient heating cartridge that heats the air and is designed to blast concentrated heat to golfers’ hands, ears and other extremities.**

Fully integrated into The Westin Kierland Resort & Spa, the Kierland Golf Club opened in 1996 and features a par-72, 6,900-yard design with three distinct nine-hole courses. The golf club is one of only a few in Arizona recognized by Audubon International's Cooperative Sanctuary Program. Course designer Scott Miller was formerly a senior designer for Jack Nicklaus. Miller helped with renovations to Augusta National, home of The Masters. He designed the Coeur d’Alene course in northern Idaho, one of the nation’s premier resorts. One Miller trademark is playability and Kierland takes pride in offering multiple tees and generous fairways and greens. What’s more, the course offers a rarity: a desert-type golf experience with wide fairways and native plants.

The Kierland Golf Club features a driving range, practice tee, chipping and putting green, award-winning pro shop, men’s and women’s locker rooms, Edie’s Range House, and the Brittlebush Bar & Grill with relaxed terrace dining.

The Westin Kierland Resort & Spa features 735 rooms that provide the ultimate in luxury: Westin’s Heavenly Bed® and Heavenly Bath®. The AAA Four Diamond resort provides eight unique dining experiences, a full-service spa, elaborate water park, Westin Kids Club® and the 27-hole Kierland Golf Club. As an added benefit, The Westin Kierland is a short walk from upscale, boutique shopping at Kierland Commons.

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