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**PGA National Resort & Spa Appoints
Buffalo Communications National Golf PR Agency**

(PALM BEACH GARDENS, FL) – PGA National Resort & Spa – home of the PGA TOUR Honda Classic, five championship courses and world-class amenities – has appointed Buffalo Communications as national golf public relations agency.

Buffalo will create and implement a strategic publicity and media-relations program to help PGA National drive leisure and group business from target markets across America. With more than a decade growing best-in-class golf brands and destinations, Buffalo will promote PGA National's diverse lineup of golf courses, state-of-the-art golf instruction and fitness facilities, and value-rich golf packages.

"Our objective is to strengthen the PGA National position as one of the great resort golf destinations in the U.S.," says Joel Paige, Vice President and Managing Director of PGA National. "Communicating our many attributes is essential for PGA National to reach its potential."

"PGA National has everything that brings enjoyment to golfers and non-golfers," says Rich Katz, Managing Director of Buffalo. "The media coverage will help drive golf rounds, room nights, meetings and special events."

PGA National recently underwent a \$65 million revitalization that included numerous enhancements to its 379-room resort hotel, clubhouse, golf courses, spa, health and racquet club, and conference and meeting space. Among the new contemporary additions was a stunning zero entry pool, signature restaurant, and trendy, atmospheric lobby bar. The long-time home of the PGA of America, PGA National has the unique distinction of being the world's only golf resort to feature both the David Leadbetter Golf Academy and Dave Pelz Scoring Game School.

The resort's storied golf history includes hosting the 1983 Ryder Cup, 1987 PGA Championship, and nearly two decades of the Senior PGA Championship. PGA National's golf courses are:

- The Champion – A Tom and George Fazio original, re-designed by Jack Nicklaus in 1990, The Champion is the Honda Classic host course and is widely considered one of

the most challenging layouts on the PGA TOUR. Nicklaus returned in 2007 to enhance several holes in preparation for PGA National's inaugural presentation of the Honda Classic. Holes 15 through 17 make up the famous "Bear Trap" – a demanding triumvirate that USA Today recognized as "one of the toughest stretches in golf."

- The Palmer – An Arnold Palmer signature course, The Palmer is a subtle nod to the game's Scottish roots. Known for its strategic risk-reward layout that emphasizes shot-making, the course boasts a strong finishing stretch with the par-5 18th being one of the most scenic and picturesque holes on property.
- The Haig – Designed by George and Tom Fazio in tribute to five-time PGA champion Walter Hagen, The Haig was the first course to open at PGA National. The Haig has no forced carries over water hazards, offering a true resort-style playing experiences which appeal to all types of golfers.
- The Squire – The shortest of the five courses at PGA National at 6,405 yards, The Squire is named after the legendary Gene Sarazen, the first golfer to win the professional Grand Slam. George and Tom Fazio designed The Squire to be the ultimate test of accuracy and precision, thus dubbed, "the thinking man's course."
- The Estates – Designed by Karl Litten, known for his work throughout South Florida and the Middle East, The Estates is a short drive from resort grounds. It features a masterful mixture of sand, water and lush fairways and greens. Winding through open meadows lined with Florida Pines and subtropical foliage, The Estates regularly hosts the Monday Qualifier for the Honda Classic.

For more information about PGA National: www.pgaresort.com, (800) 533.9386.

About PGA National Resort & Spa

PGA National Resort & Spa is a national, premier golf vacation and meeting destination. The legendary 379-room Florida resort recently completed a \$65 million comprehensive revitalization, including a new front entrance, outdoor pool and pavilion, new Ironwood Grille and iBar, as well as enhanced public areas, golf courses and landscaping.

PGA National Resort & Spa offers 90 holes of championship golf on five courses, including the famed Champion course, home to the PGA Tour's Honda Classic and past host of the Ryder Cup, PGA Championship and a litany of other prized professional golf tournaments.

Other distinguishing features include a 40,000 square-foot European Spa with 32 treatment areas and the exclusive "Waters of the World" outdoor mineral pools, a world-class 33,000 square-foot health-and-racquet club with 19 Har Tru tennis courts, 40,000 square feet of self-contained conference space and nine on-site restaurants and lounges.

Conveniently located within easy driving distances of major Florida population centers, the AAA Four Diamond resort is a 15-minute drive from Palm Beach International Airport (PBI), one hour from Fort Lauderdale-Hollywood International Airport (FLL) and 90 minutes from Miami International Airport (MIA).

About Buffalo Communications

Based in Vienna, VA, Buffalo is a global public relations, branding and marketing-communications firm with clients in golf, lifestyle and fashion; golf hard-goods, retail and industry; and golf club, resort, destination and real-estate. Using its extensive media connections, Buffalo frequently publicizes the places, products and services of companies and public agencies. The firm's PR programs increase brand awareness, popularity and revenues for top brands.

For more information: www.buffalocommunications.com, 703.761.1444