

Hilton Myrtle Beach Resort

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FOR IMMEDIATE RELEASE

NATIONAL HILTON GOLF ACADEMY OPENS IN MYRTLE BEACH

MYRTLE BEACH, S.C – (April 2006) – The Hilton Golf Academy, located in Phoenix at the Pointe Hilton Tapatio Cliffs Resort and in Tucson at the Hilton Tucson El Conquistador Golf & Tennis Resort, expands to the East Coast with the addition of Hilton Myrtle Beach Resort in South Carolina. Due to the Academy's popularity and the wide range of golf offerings in South Carolina, the new golf learning opportunity fits Myrtle Beach to a tee.

“The Hilton Golf Academy offers three distinctive golf experiences for clients, while maintaining a consistent golf school product,” says Jerramy Hainline, director of instruction for the Hilton Golf Academy. “At all three locations, guests receive professional instruction, high quality accommodations, fine dining options and a relaxed Golf Academy experience.”

The personalized instruction at Myrtle Beach is led by 14-year golf veteran, Bill Whitaker. Whitaker's style and experience provides quality instruction, and the teacher-student ratio is limited to four-to-one. In addition to instruction, the Hilton Gold Academy includes a round of golf with the instructor. “We have a product that is not offered anywhere else in South Carolina,” states Whitaker. “This, combined with the services and amenities at the Hilton Myrtle Beach Resort, makes it an ideal golf vacation destination.”

“The Hilton Golf Academy brings a unique and player-friendly style of instruction to Myrtle Beach,” says Sabena Robinson, director of sales and marketing at the Hilton Myrtle Beach Resort. “This is a significant advantage for our resort and will certainly attract aspiring and seasoned golf enthusiasts. There are a range of packages available to fit every type of golfer and every type of vacation desired.”

Hilton Golf Academy Packages:

The Academy - This five-day, six-night package includes three days of personalized instruction; six nights of accommodations; 18 holes of golf on Thursday and Friday; six breakfasts, three lunches and two dinners; Bobby Jones® golf shirt; a pair of adidas® golf shoes; instructional manual and DVD; golf-club cleaning and storage; bag tag and dining gratuities. Arrival is on Sunday, with departure on Saturday.

The Short Week - Arrive on a Sunday and enjoy three days and three nights of accommodations. This packages also includes three days of personalized instruction; three breakfasts, three lunches and a welcome dinner; Bobby Jones® golf shirt; a pair of adidas® golf shoes; golf-club cleaning and storage; bag tag and dining gratuities; with departure on Wednesday.

The Playing Weekend - Idea for a long weekend getaway, this package includes: two days of personalized instruction; 18 holes of golf on Sunday morning; three nights of accommodations (arrive on

Thursday and depart on Sunday); three breakfasts and two lunches; Bobby Jones® golf shirt; a pair of adidas® golf shoes; golf-club cleaning and storage; bag tag and dining gratuities.

The Weekender - For a quick getaway, try this package includes: two days of personalized instruction; two nights of accommodations; two breakfasts and two lunches; Bobby Jones® golf shirt; a pair of adidas® golf shoes; golf-club cleaning and storage; bag tag and dining gratuities. Guests arrive on Friday and depart on Sunday.

The Daily - With only have one day to spare, this package includes: one day of personalized instruction; lunch; 18 holes of golf; golf-club cleaning and storage; bag tag and dining gratuities.

Corporate Options - Perfect for a large group looking for options to suit everyone. The Corporate Options includes: The Hilton Golf Break, The Hilton Putting Challenge or Hilton Golf n' Hoops. Whether you are interested in team building activities or pure fun and entertainment, the Corporate Options Package provides an engaging and informative group experience.

Located in the heart of the famed Grand Strand in Myrtle Beach, the Hilton Myrtle Beach Resort sits adjacent to Kingston Plantation, one of the largest and most comprehensive oceanfront resorts on the East Coast. The 145-acre property offers oceanfront accommodations including the 385-room Hilton Myrtle Beach Resort. Guests enjoy access to extensive recreational and meeting facilities including a 50,000 square-foot Sport & Health Club with indoor and outdoor pools, nine lit tennis courts, pro shop and state-of-the-art fitness equipment; Splash!, an oceanfront waterpark and lazy river; 72-par Rees Jones-designed Arcadian Shores Golf Course; and a host of seasonal activities for adults and children. For more information visit us on line at www.hiltonmyrtlebeach.com or www.hiltongolfacademy.com.

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