

Arnold Palmer
GOLF ACADEMY
WORLD HEADQUARTERS



2010 ARNOLD PALMER GOLF ACADEMY
PACKAGES AND RATES





WELCOME TO ONE OF AMERICA'S FINEST GOLF ACADEMIES

No matter how good you are, we'll make you a better golfer. We have straightforward, basic methods to strengthen your game. No gurus or gimmicks; just personalized instruction that makes learning easy and fun.

What makes us different? We work with you to advance your current skills and attitude. No cookie-cutter, forced techniques. No radical changes. Our goal is to improve specific areas where you need help most. Mr. Palmer has approved our teaching professionals; most of whom are amateur champions and former tour players. Each is qualified to help you master his winning ways.

The Saddlebrook Golf Learning Center offers double-ended

practice teeing grounds that can accommodate over 70 practice stations, including ten elevated target greens to practice all distances. The Scoring Zone Super Green is more than one acre with practice bunkers that were designed by Arnold Palmer to train for every type of short game shot. The golf academy's exclusive studio green features Tif-Dwarf grass.

After class, you can play on the Resort's two Arnold Palmer signature courses. The Palmer Course, with Tif-Eagle greens, rolling hills and Tiger Blue Tees, will provide a test for all skill levels. The Saddlebrook Course is distinguished by its beautiful, Cypress-lined, tight fairways and water hazards that come into play on 17 of the 18 holes.



PLAYER DEVELOPMENT PROGRAM

Our three-day Player Development program is designed for golfers who shoot from the high 70's to the low 100's. Classes start on Monday or Thursday and run from 8:00 am - noon, followed by a round of golf each day.

Day 1: Short-Game Skills

- ◆ Brief classroom instruction about the proper mental approach to improving your game and familiarization with student objectives
- ◆ Proper stretching, warm-up, flexibility drills and exercises
- ◆ Understanding technique and club selection for Short Game Shots (*non-full swing shots that take place on or around the green*) with the pro demonstrating and providing techniques and drills. These shots include chipping, pitching, bump-and-run, hitting out of greenside bunkers and putting.

Day 2: Full Swing Analysis and Improvement

- ◆ Digital video analysis of your full swing (*take-home CD provided*)
- ◆ Professional breakdown of swing faults and introduction of tailored drills to address and improve performance
- ◆ Explanation and establishment of a Pre-Shot Routine that suits your personality
- ◆ Learning how to practice with a purpose

Day 3: Application of New Skills On-Course

- ◆ How to set up a Customized Practice Schedule
- ◆ Your pro will accompany you on the course to work strategy, your Pre-Shot Routine and the mental side of the game
- ◆ Learn to play the correct shots and navigate the course successfully

The Player Development Program includes a workbook where you can track the drills, exercises, and practice routines you will learn at Saddlebrook that you can bring back to use on your home course.

Packages Include: ◆ Accommodations ◆ Daily breakfast
 ◆ Golf instruction 8 am - 12 noon (*max. 4 students per pro*) ◆ Video analysis ◆ Daily golf (*18 holes, including cart & greens fees*) ◆ Nightly club cleaning and storage ◆ Golf gift, including Player Development Workbook ◆ Daily Spa admittance (*Spa services are extra*)
 ◆ Saddlebrook Amenities ◆ *Rates are per golfer, per night plus tax*

January 1 - March 31, 2010

3 NIGHT MINIMUM	SINGLE	DOUBLE	TRIPLE	QUAD
Deluxe Guest Room	\$576	\$489	—	—
One Bedroom Suite	\$601	\$501	—	—
Two Bedroom Suite	—	\$555	\$504	\$478

April 1 - May 31, 2010

October 1 - December 31, 2010

3 NIGHT MINIMUM	SINGLE	DOUBLE	TRIPLE	QUAD
Deluxe Guest Room	\$516	\$451	—	—
One Bedroom Suite	\$542	\$463	—	—
Two Bedroom Suite	—	\$509	\$467	\$447

June 1 - September 30, 2010

3 NIGHT MINIMUM	SINGLE	DOUBLE	TRIPLE	QUAD
Deluxe Guest Room	\$423	\$381	—	—
One Bedroom Suite	\$449	\$393	—	—
Two Bedroom Suite	—	\$431	\$400	\$384

Non-golfer rates available. Saddlebrook Amenities include daily Fitness Center admittance, toll free calls and local calls up to 30 minutes, high speed, wireless Internet access in all rooms/suites and public areas, daily in-room "self-serve" coffee & tea, and daily newspaper delivery.



PLAY WITH A PRO

Our Play with a Pro Program is a 4-hour lesson that gives a quick overview of the full swing and short game as it applies to the individual golfer's needs. You will apply it to your game **on the golf course**, accompanied by your pro, who will coach you on Pre-Shot Routine, the right type of shots to attempt and which clubs to use, how to read the greens, wind, distance, etc. Your pro will demonstrate the shots. This class will most benefit the golfer whose game seems to have reached a plateau and who is looking to refine their skills and lower their scores. This program is available daily from 8:00 am - noon.

- ◆ One hour of short game techniques and drills
- ◆ One hour of full swing fundamentals and drills
- ◆ Learn how to practice effectively
- ◆ Two-hour playing lesson to work on course strategy and decision making

Package Includes: Accommodations ◆ Daily breakfast ◆ Golf instruction 8 am - 12 noon ◆ Two hours at practice facility / Two hours on-course ◆ Max 4:1 student/pro ratio ◆ 18 holes of golf after instruction ◆ Use of practice range/balls ◆ Golf gift set ◆ Daily Spa admittance (*Spa services extra*) ◆ Saddlebrook Amenities ◆ **Rates per golfer/per night**

January 1 - March 31, 2010

2 NIGHT MINIMUM	SINGLE	DOUBLE	TRIPLE	QUAD
Deluxe Guest Room	\$500	\$412	—	—
One Bedroom Suite	\$524	\$423	—	—
Two Bedroom Suite	—	\$478	\$427	\$402

April 1 - May 31, 2010

October 1 - December 31, 2010

2 NIGHT MINIMUM	SINGLE	DOUBLE	TRIPLE	QUAD
Deluxe Guest Room	\$440	\$375	—	—
One Bedroom Suite	\$466	\$387	—	—
Two Bedroom Suite	—	\$433	\$391	\$371

June 1 - September 30, 2010

2 NIGHT MINIMUM	SINGLE	DOUBLE	TRIPLE	QUAD
Deluxe Guest Room	\$348	\$306	—	—
One Bedroom Suite	\$374	\$318	—	—
Two Bedroom Suite	—	\$358	\$325	\$309

Non-golfer rates available. Three bedroom suite rates available. Non-golfer rates available. Saddlebrook Amenities include daily Fitness Center admittance, toll free calls and local calls up to 30 minutes, high speed, wireless Internet access in all rooms/suites and public areas, daily in-room "self-serve" coffee & tea, and daily newspaper delivery.



NEW PLAYER ACADEMY

Our New Player program is a two-day program that is designed specifically for beginning golfers. This program is offered from 9:00 am - noon. Classes start on Monday, Wednesday or Friday.

- ◆ Learn the fundamentals and proper technique:
 - Putting • Chipping • Pitching • Full Swing
- ◆ Terminology
- ◆ Course Etiquette
- ◆ How to Navigate the Golf Course
- ◆ How to Practice

Package Includes: Accommodations ◆ Daily breakfast ◆ Golf instruction 9 am - 12 noon including on-course (*max. 4 students per professional*) ◆ Club and shoe rental ◆ Nightly club cleaning and storage ◆ Golf gift set ◆ Spa admittance (*Spa services are extra*) ◆ Saddlebrook Amenities ◆ **Rates per golfer/per night**

January 1 - March 31, 2010

2 NIGHT MINIMUM	SINGLE	DOUBLE	TRIPLE	QUAD
Deluxe Guest Room	\$398	\$311	—	—
One Bedroom Suite	\$423	\$323	—	—
Two Bedroom Suite	—	\$377	\$326	\$300

April 1 - May 31, 2010

October 1 - December 31, 2010

2 NIGHT MINIMUM	SINGLE	DOUBLE	TRIPLE	QUAD
Deluxe Guest Room	\$355	\$289	—	—
One Bedroom Suite	\$380	\$302	—	—
Two Bedroom Suite	—	\$347	\$306	\$285

June 1 - September 30, 2010

2 NIGHT MINIMUM	SINGLE	DOUBLE	TRIPLE	QUAD
Deluxe Guest Room	\$308	\$266	—	—
One Bedroom Suite	\$334	\$278	—	—
Two Bedroom Suite	—	\$316	\$285	\$267

Non-golfer rates available. Three bedroom suite rates available. Non-golfer rates available. Saddlebrook Amenities include daily Fitness Center admittance, toll free calls and local calls up to 30 minutes, high speed, wireless Internet access in all rooms/suites and public areas, daily in-room "self-serve" coffee & tea, and daily newspaper delivery.



JUNIOR CAMP

Our junior camp is a 6 night/5 day program that is based on the fundamentals of the game. This program will benefit all golfers from beginners to nationally-ranked players. Our camp is modeled after our elite, full-time program offered at Saddlebrook Preparatory.

- ◆ Video swing analysis
- ◆ Full swing fundamentals pre-swing & in-swing
- ◆ Putting fundamentals and drills
- ◆ Chipping and pitching fundamentals and drills
- ◆ Learn how to practice
- ◆ Pre-shot routine and post shot routine
- ◆ Mental fitness
- ◆ Rules seminar
- ◆ 9 holes of golf daily
- ◆ Course strategy

Package Includes:

6 nights supervised, shared accommodations in dedicated camp housing ◆ Breakfast, lunch, and dinner daily ◆ 5 days of golf instruction including daily on-course play ◆ Maximum 5:1 student/teacher ratio ◆ Video swing analysis ◆ Nightly club cleaning and storage ◆ Golf gift set

Program Cost:

Jan. 1 - May 31, 2010 • Oct. 1 - Dec. 31, 2010.....\$1425
 June 1 - Sept. 30, 2010.....\$1225



SADDLEBROOK PREPARATORY SCHOOL: *A Golf & Tennis Prep School*

Committed student-athletes master their game while completing a fully accredited college prep program. The school combines a rigorous daily regimen of scholastics (grades 3-12) with concentrated golf and fitness instruction at The Arnold Palmer Golf Academy.

The objective of Saddlebrook Preparatory School is to develop the talents of each student to reach his or her maximum potential - as an athlete, a scholar, and an individual. The result of these efforts is a well-rounded, mature athlete who is prepared to meet the challenges of life.

Call 800-729-8383 ext. 4500 or 813-907-4500 for more information or visit our web site at www.saddlebrookprep.com.



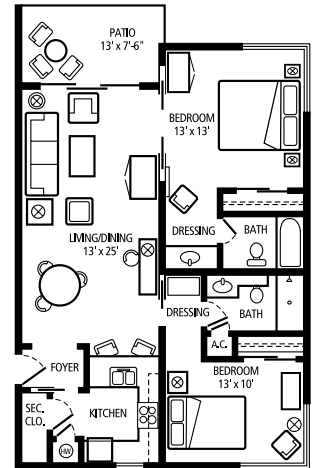
ACCOMMODATION LAYOUTS

Over 75% of all accommodations at Saddlebrook are suites, which means you will experience luxury and expanded comfort while staying with us.

TWO-BEDROOM SUITE - 950 sq. ft.

One King, One Queen Bed (2-4 guests)

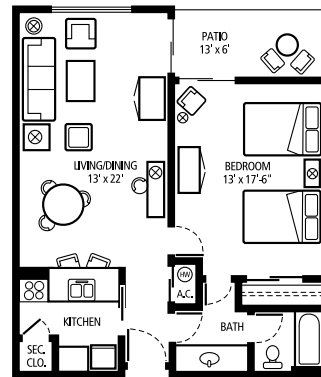
Living room with separate dining area, fully-equipped kitchen with serving bar, cable TV. King bedroom features sliding French doors off living room and separate dressing area, marble bath and cable TV (limited number of suites have two Executive Twin beds). Second private bedroom has queen bed, dressing area and marble bath, cable TV. Private patio or balcony entrance off living room.



ONE-BEDROOM SUITE - 800 sq. ft.

Two Queen Beds (1-2 guests)

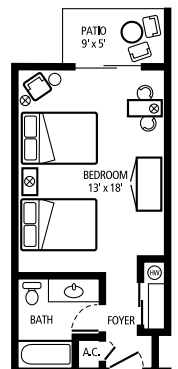
Living room with separate dining area, fully-equipped kitchen with serving bar, cable TV. Spacious bedroom includes two queen beds, separate dressing area, marble bath, cable TV. Private patio or balcony has living room and bedroom access.



DELUXE GUEST ROOM - 400 sq. ft.

Two Double Beds (1-2 guests)

Elegantly decorated, spacious bedroom with two double beds, marble bath, cable TV and private balcony or patio.





Saddlebrook is located 1 mile east of I-75 at exit 279 (SR 54).
Tampa International Airport is 30 miles from the resort.

GENERAL INFORMATION

Lessons:

Private Lessons - 30 minutes \$50; 1 hour \$90

9-Hole Playing Lesson - \$150

Rate Conditions:

Package rates are per golfer. Extra night rates upon request. Rates are in U.S. dollars and subject to applicable taxes. All rates, availability and package components are subject to change. Non-golfer room rates are also available.

Tampa International Airport Transportation:

Transportation from/to Tampa International Airport is available non-stop by an independent, private shuttle service. 24-hour advance reservations required and can be made at 813/907-4455.

Arrivals and Departures:

Check-in is after 3:00 pm. Check-out is 12:00 noon.

Payments, Refunds and Cancellations:

A \$200(USD) deposit per person must accompany each reservation. Balance due upon arrival. Written cancellations received more than 14 days prior to arrival will receive a refund less \$50 handling charge per person. Cancellations less than 14 days are not refundable but may be held as a credit for up to one year. Rain Checks are available for inclement weather.



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