



HORSESHOE BAY RESORT.

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Horseshoe Bay Resort to Host Adams Golf Pro Tour Series for Charity

The Nation's Top Pros Pair-Up with Locals to Benefit The Rotary Club of Marble Falls

Horseshoe Bay, TX – August 6, 2009 – Horseshoe Bay Resort in the Texas Hill Country is pleased to welcome The Adams Golf Pro Tour Series for the first-ever **Adams Golf Horseshoe Bay Resort Classic**, benefitting The Rotary Club of Marble Falls. The event will be held at the 7,000-acre resort Aug. 23 – 28, 2009, featuring a 72-hole tournament on Ram Rock, one of the resort's three championship Robert Trent Jones, Sr. courses.

The weeklong event begins on Sunday, Aug. 23, with a Pro-Am tournament at Horseshoe Bay Resort's Ram Rock. The Adams Golf Pro-Am features three-person teams of local golfers paired with a tour professional. Proceeds of the Pro-Am event will benefit The Rotary Club of Marble Falls. Monday will feature practice rounds for the professional golfers. Tournament play begins with all 120 professionals teeing off on Tuesday at approximately 7:30 a.m. and concludes on Friday afternoon at 2:00 p.m. with an awards presentation. Notable pros taking part include former PGA Tour players Brian Watts and Cody Freeman and former University of Texas players Matt Rosenfeld, Jace Moore, and Randy Lowry; plus Louisiana State University alumnus, Firecracker Champion, and two-time Austin City Champion, Brian Noonan.

"This event encompasses two of our true passions at Horseshoe Bay Resort: providing interesting, new events for our members and guests and helping support our community," said Glenn Lee, director of golf at Horseshoe Bay Resort. "We are looking forward to hosting some of the nation's top professional golfers and to a continued relationship with Adams Golf for future tournaments and events."

Net proceeds from Sunday's Pro-Am will benefit The Rotary Club of Marble Falls, an organization of business and professional leaders united worldwide to provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world. In more than 160 countries worldwide, approximately 1.2 million Rotarians belong to more than 30,000 Rotary Clubs.

In operation since 1994, the Adams Golf Pro Tour Series represents one of the best development opportunities for golf professionals to hone their competitive skills while preparing for life on the PGA Tour. Past players include John Mallinger and two-time PGA winners, Ryan Palmer and Cameron Beckman.

Ram Rock, the location for the event, was constructed in 1981 and is famously known as the "Challenger". Narrow fairways and rolling Crenshaw Bentgrass greens are surrounded by 62 deep bunkers, ten water hazards and natural dry creeks on six holes. With its dramatic elevation changes, Ram Rock offers enough length and difficulty to challenge scratch players in any

group and features an especially demanding island green par three hole (number four). The fairways and tee boxes are 419 Bermuda with native landscaping throughout, including juniper phitizer and natural rock outcroppings. Author, journalist and golf enthusiast Turk Pipkin writes, "If you want to put your game to the ultimate test of Texas golf, the breathtaking, backbreaking, eye-pleasing Ram Rock has all you could want and a little more."

For reservations or more information please call 877.611.0112 or visit www.hsbresort.com. To reserve a spot in the Pro-Am, please call 830-598-6551.

For more information on the Adams Golf Pro Series, please visit www.adamsgolfprotourseries.com. For more information on The Rotary Club of Marble Falls, please visit www.marblefallsrotaryclub.org.

About Horseshoe Bay Resort

Founded in 1971 and purchased by the Jaffe Group in 1996, Horseshoe Bay Resort is Texas' original lakeside resort. Located in the exquisite Hill Country, the 7,000-acre Resort offers three, championship Robert Trent Jones, Sr. golf courses. In addition, a highly anticipated Jack Nicklaus Signature Golf Course, Summit Rock, is currently under development. Horseshoe Bay Resort also offers a made-to-scale, 18-hole par 72 Bermuda grass putting course, four swimming pools, a spa and fitness facility, a full-service marina, seven dining facilities, 16 adult tennis courts, and three USTA-sponsored kids' tennis courts. Accommodations include hotel rooms and suites (385 bedrooms) within the Horseshoe Bay Resort Marriott Hotel and adjacent Paseo villas and in addition 50 luxury lakefront condominiums available for rent at The Waters at Horseshoe Bay Resort. The resort also features a jet center with a 6,000-foot lighted runway and private charter jet service via Air Horseshoe.

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