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**INNOVATIVE RITZ-CARLTON ORLANDO
“GOLF CADDIE CONCIERGE”
PROGRAM AT GRANDE LAKES ORLANDO**

FIRST OF ITS KIND OFFERED AT A U.S. GOLF RESORT

Orlando, FL – Golfers take note: an innovative Golf Caddie Concierge Program (the first of its kind to be offered at a golf resort in the U.S.) is available at The Ritz-Carlton Orlando Golf Club at Grande Lakes Orlando. Set amidst 500 acres of lushly landscaped grounds, the 18-hole Greg Norman designed championship course opened July 2003. The Ritz-Carlton Orlando Golf Caddie-Concierge Program follows in the tradition of the classic, refined, attentive service available at the world’s finest private golf clubs.

“The Golf Caddie Concierge Program essentially extends Ritz-Carlton’s legendary Sequence of Service from the hotel to the golf course,” said Kevin Hammock, vice-president, Golf at The Ritz-Carlton Hotel Company. “We believe the golf experience at Grande Lakes Orlando is incomparable because of the combination of a world class golf course and the one-of-a-kind Golf Caddie Concierge Program which addresses every golfer’s needs and desires before, during and after a round.”

The Golf Caddie Concierge Program allows for a professional, knowledgeable and helpful attendant to accompany each twosome or foursome playing The Ritz-Carlton Golf Club, Orlando. In addition to providing traditional caddie services such as course yardage information, bunker raking and divot repair, caddies provide a host of other services such as offering course architectural history and strategy, food and beverage orders and dinner reservations after a round to name a few. The Golf Caddie Concierge also assists with any unexpressed wishes and addresses specific customer preferences.

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The Sequence of Service for a round of golf at The Ritz-Carlton Golf Club, Orlando begins well before a golfer tees up on the course. Soon after a hotel reservation is made, a

Leisure Services Manager will contact the guest to inquire about special requests and to provide a thorough orientation on the golf experience.

Upon arrival at The Ritz-Carlton Golf Club, Orlando every golfer will receive their signature “warm welcome” and an introduction to their Golf Caddie Concierge, who will accompany them from practice session to the conclusion of the round. Every Golf Caddie Concierge wears a white jumpsuit caddie uniform reminiscent of those worn at The Masters at Augusta National Golf Club. Each caddie also wears a Ritz-Carlton blue hat and nametag to complete the uniform.

During the round, the Golf Caddie Concierge performs numerous traditional caddie duties and, most importantly, anticipates and responds to any special needs and desires expressed or unexpressed by the golfer. Whether it is recommending a club for a shot, providing a golfer with an ice cold Hoshobori towel soaked in Rum & Lime juice or making a call to change a dinner reservation, the Golf Caddie Concierge responds with unparalleled dedication and commitment. And to further enhance the guest experience, a golf professional also gets involved, making rounds on the practice tee throughout the day, providing any or all of the following as requested: swing tips, course layout information, strategy, etc.

“We strongly believe the Golf Caddie Concierge Program elevates the luxury golf experience to a new standard,” said Hammock. “It provides an ultimate service level that, no doubt, creates a memorable experience for every golfer.”

Set at the headwaters of the Florida Everglades, the Greg Norman designed Ritz-Carlton Golf Club, Orlando offers two distinct golf settings in an 18-hole round. Several holes are routed through pristine areas where preserved wetlands and natural woodlands dominate the experience. By contrast, the three dynamic finishing holes weave alongside the two towering hotels.

The 500-acre Grande Lakes Orlando estate includes a 584-room Ritz-Carlton, a 1,000-room JW Marriott, a 40,000 square-foot spa, and an 18-hole championship golf course designed by two-time British Open winner Greg Norman. Grande Lakes is located 15 minutes from the Orlando International Airport, five minutes from the Orange County Convention Center and minutes from the major theme parks.

For reservations, call: **The Ritz-Carlton Orlando** at 1-800-576-5760/ **JW Marriott Orlando** at 1-800-576-5750. For more information about Grande Lakes Orlando, visit www.grandelakes.com.

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The Ritz-Carlton Hotel Company, L.L.C, a winner of the Malcolm Baldrige National Quality Award in 1992 and 1999, operates 57 luxury hotels throughout the world. For information or reservations, call (800) 241-3333 or visit www.ritzcarlton.com

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