



PEBBLE BEACH
COMPANY

**Pebble Beach Resorts wins 2017 IAGTO Sustainability Award
for Resource Efficiency**

Wastewater reclamation program and renewable energy project recognized in global award

Pebble Beach, Calif. (November 18, 2016) – The International Association of Golf Tour Operators (IAGTO) has recognized Pebble Beach Resorts with the 2017 IAGTO Sustainability Award for Resource Efficiency, highlighting Pebble Beach Resorts’ environmental sustainability initiatives.

Each year, IAGTO – in partnership with GEO (Golf Environment Organization) – celebrates the outstanding sustainability achievements of golf facilities, resorts, and destinations around the world. Currently in its fifth year, the awards recognize the high performance and commitment across three core areas of sustainability – Nature, Resources and Community.

“Pebble Beach is surrounded by stunning natural beauty integral to the golf and visitor experience, and our environmental efforts have allowed us to make great strides in preserving the legacy of our property for our guests,” said Bill Perocchi, CEO of Pebble Beach Company. “We are proud to be the recipient of an award that recognizes these important efforts, and look forward to continuing our environmental stewardship of this beautiful corner of the world for generations to come.”

With dozens of environmental initiatives in place, Pebble Beach Resorts was recognized for two major resource efficiency projects in particular: A wastewater reclamation program that allows all golf courses in Pebble Beach to access reclaimed water for irrigation, and a new solar power initiative at the Pebble Beach Golf Links maintenance facility.

Pebble Beach Company is the fiscal sponsor of a \$67 million Wastewater Reclamation Project, which converts locally generated wastewater to high-quality recycled water in sufficient amounts to supply 100 percent of the irrigation needs of the eight acclaimed golf courses in the Del Monte Forest – including Pebble Beach Golf Links, Spyglass Hill Golf Course, and The Links at Spanish Bay. The system eliminates potable water usage and has saved more than 4 billion gallons of potable water since its inception in 1994.

In 2015, the Company completed a Renewable Energy Solar System Project at the Pebble Beach Golf Links maintenance facility that is designed to offset 73 percent of the building’s annual electricity usage. The project provides a 25-year carbon footprint reduction, equivalent to planting 59,000 new trees to soak up greenhouse gases; or removing 335 cars from the road annually. The 25-year cost saving is projected to be over \$900,000.

Through its Green Team, a group of employees dedicated to improving upon and implementing environmentally conscious programs, Pebble Beach Resorts has a number of other initiatives designed to reduce its environmental footprint, including the development of a recycling program to reduce, reuse, and recycle waste in all operations, from offices and retail to the golf courses, special events, 17-Mile Drive scenic turnouts, and post-guest room recycling. These efforts annually divert over 6.46 million pounds of green waste, plastic, glass, metal, cardboard, paper, batteries, tires, paints, paint thinners, used carpets, oil filters, oil, chemicals, and more from area landfills.

For more information about Pebble Beach Resorts and its Green Initiatives, visit pebblebeach.com/green-initiatives.

About Pebble Beach Company

Pebble Beach Company, headquartered in Pebble Beach, Calif., owns and operates the world-famous Pebble Beach Resorts®, including The Lodge at Pebble Beach™, The Inn at Spanish Bay™ and Casa Palmero®. The company also operates four renowned golf courses: Pebble Beach Golf Links®, Spyglass Hill® Golf Course, The Links at Spanish Bay™ and Del Monte™ Golf Course. Its other famed properties include scenic 17-Mile Drive®, The Spa at Pebble Beach™, Pebble Beach Golf Academy™ and Pebble Beach® Equestrian Center. It annually hosts premier events such as the Pebble Beach Concours d'Elegance®, AT&T Pebble Beach Pro-Am, TaylorMade Pebble Beach Invitational presented by DELL EMC, Pebble Beach Food & Wine and the Pure Insurance Championship. Future site of the 2019 U.S. Open Championship, Pebble Beach Golf Links® has hosted five U.S. Opens, four U.S. Amateurs, one PGA Championship and numerous other tournaments. For reservations or more information please call (800) 654-9300 or visit pebblebeach.com.

About IAGTO

IAGTO is the global trade organization for the golf tourism industry, comprising almost 2,400 accredited golf tour operators, golf resorts, hotels, golf courses, receptive operators, airlines, tourist boards, approved media, and business partners in 98 countries. IAGTO operators control over 85% of golf holiday packages sold worldwide and their combined annual turnover exceed €2.1 billion each year. For more information about the 2017 IAGTO Sustainability Awards and to download high resolution photos and logos, please visit: <http://www.iagto.com/awards>

About GEO

GEO (Golf Environment Organization) is an international non-profit organization, entirely dedicated to the advancement of sustainability in and through golf. For more information, go to www.golfenvironment.org and contact info@golfenvironment.org