

ST ANDREWS LINKS GOLF ACADEMY AND FAIRMONT ST ANDREWS UNVEIL PARTNERSHIP

World-class golfing facility brings coaching excellence to resort in first-ever partnership

ST ANDREWS, SCOTLAND (April, 2007) - Visitors to Fairmont St Andrews now have the opportunity to hone their golfing skills with the team behind the renowned St Andrews Links Golf Academy.

Through a new partnership, a first for the academy, coaching and club fitting staff at St Andrews Links Golf Academy will provide guests of the Fairmont St Andrews with expert and innovative instruction programmes designed to bring out the best in golfers visiting from near and far. Guests have the unique option of learning at the academy or on-site at one of two 18-hole golf courses at Fairmont St Andrews - The Devlin and The Torrance - with cliff-edge holes and stunning views over the North Sea and the medieval skyline of St Andrews. Fairmont guests can also participate in exclusive weekly complimentary clinics at the academy.

‘St Andrews is the greatest name in golf and people coming here expect nothing but the best,’ said Steve North, director of instruction at the academy and recently voted a UK Top 25 coach by the prestigious Golf Monthly magazine. ‘This is a partnership designed to deliver results.’

Charles Head, general manager of Fairmont St Andrews commented: ‘We share with St Andrews Links the ambition to be seen as the finest in our field. This association with St Andrews Links Golf Academy ensures our Fairmont residents can experience premium instruction in world class facilities at the Home of Golf.’

The academy, situated within the St Andrews Links Golf Practice Centre and only a long putt away from the world famous Old Course, enables golfers to play all year round, whatever the weather or time of day, and provides a unique environment where learning is fun, innovative and effective.

Fairmont guests will be able to choose from a wide range of instructional and custom-fit options specially formulated to suit golfers of all abilities, from beginners to the elite player. Guests can choose the coaching system best suited to them, ranging from individual lessons to intensive golf schools and corporate clinics.

Alan McGregor, general manager of St Andrews Links Trust added: ‘the teaching and practice facilities in St Andrews are second to none. Fairmont has recognised that the blend of technology and expertise we have here is unique and this is a great opportunity for their guests to experience leading-edge teaching systems unavailable anywhere else in Europe.’

The golf academy comprises four state-of-the-art coaching bays equipped with plasma screens and the latest digital technology including video analysis, radar-based ball tracking software, an ultrasound scanning system for measuring putting performance and a custom fit service the equal of anything on the professional tour.

The full range of services available at the academy is available at www.standrewslinksgolfacademy.com.

Notes to Editor;

Created by renowned designers like Greg Norman, Stanley Thompson, Thomas McBroom, Robert Trent Jones Sr. and Jr., Fairmont's visually stunning and technically challenging golf courses are consistently top-ranked. From ocean breezes at The Fairmont Mayakoba, Riviera Maya to towering west coast mountains at The Fairmont Banff Springs, to sandy links at Fairmont St Andrews, Fairmont offers superb golf facilities and a variety of challenging courses. For more information on golf destinations or to book your next golf adventure, please visit www.fairmont.com/golf.

Featuring a collection of fabled castles, secluded lodges, storied meeting places and modern retreats, Fairmont Hotels & Resorts opens the doors to some of the world's most celebrated addresses. With locations throughout ten countries, our 50 distinctive hotels - including The Fairmont San Francisco, The Fairmont Banff Springs and London's Savoy - promise travelers rich experiences and lasting memories in unparalleled settings. Committed to growing its portfolio of world-class hotels, Fairmont will soon reflag four hotels in Kenya and anticipates the 2007 re-opening of New York's famed Plaza Hotel. Future Fairmont Hotels & Resorts also include locations in Cairo, Abu Dhabi, Vancouver and South Africa. Fairmont Raffles Holdings International owns and operates over 120 hotels worldwide under the Fairmont, Raffles, Swissôtel and Delta brands, as well as vacation ownership properties managed by Fairmont Heritage Place. For more information or reservations, please call 1-800-441-1414 or visit www.fairmont.com

St Andrews Links Trust

St Andrews Links Trust is a charitable organisation responsible for the management and maintenance of the Links courses at St Andrews, including the famous Old Course, which will host the Open Championship in 2010. The Trust was established in 1974. It employs more than 200 permanent staff and seasonal workers during the high season. It manages a number of additional facilities including two clubhouses, a golf practice centre and three shops.

More than 200,000 rounds are played over six public courses, which feature two additional championship courses (the New and the Jubilee), two 18-hole courses (the Eden and the Strathtyrum) and a nine-hole course (the Balgove). A seventh course is currently under construction on a site south-east of St Andrews.

PGA Golf Management

PGA Golf Management is part of the commercial division of the PGA and offer management and marketing services to owners and developers of golf facilities. In addition to working with St Andrews Links Trust, it has clients and projects in Ireland, Spain, Crete, Cyprus and the Kingdom of Bahrain.

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