

**SAWGRASS MARRIOTT GOLF RESORT & SPA  
PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**SAWGRASS MARRIOTT GOLF RESORT & SPA HIRES  
MATTHEW BARNES AS GOLF SALES MANAGER**

PONTE VEDRA BEACH, Fla. (Dec. 10, 2010) –[Sawgrass Marriott Golf Resort & Spa](http://SawgrassMarriottGolfResort.com) announces the addition of Matthew Barnes as the resort's golf sales manager. Barnes is responsible for sales and promotion of group golf outings and trips.

Before joining the Sawgrass Marriott team, Barnes served as the director of relationship marketing for *PGA Magazine*. Under his leadership, the PGA's Ambassador program grew by 125 percent in three years. Barnes also has more than 10 years experience as head golf professional at a number of clubs, including the Renaissance Vinoy Resort & Golf Club in St. Petersburg, Fla., the Chapel Hills Country Club in Douglasville, Ga., and the Georgia Veterans Golf Course at Lake Blackshear Resort and Golf Club in Cordele, Ga.

"We are pleased to welcome Matthew to our resort team," said Jeff Mayers, general manager of the Sawgrass Marriott Golf Resort & Spa. "With his outstanding experience as both a golf professional and a marketing director, he brings a winning combination of strengths to our golf program."

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While at the Sawgrass Marriott, Barnes will focus on working with PGA club professionals to promote member trips and group outings.

For more information about the resort and its golf programs, call (904) 285-7777 or visit online at [www.sawgrassmarriott.com](http://www.sawgrassmarriott.com).

### **About Sawgrass Marriott Golf Resort & Spa**

[The Sawgrass Marriott Golf Resort & Spa](http://www.sawgrassmarriott.com), host of THE PLAYERS Championship, is Northeast Florida's premiere destination for vacations, conferences and special events. The award-winning resort has been ranked as the #1 Best Golf Resort in Florida and the ninth best golf resort in the country by *Travel and Leisure Golf Magazine*. Guests of the resort have exclusive access to eight championship courses including THE PLAYERS Stadium course, a Pete Dye-designed course ranked by Golf.com as the #1 best course to play in Florida and ranked #10 by Golf Magazine for best course to play in the United States. Other amenities of the resort include the Spa at Sawgrass, a 25,000 square-foot oasis featuring 19 treatment rooms, a wellness center with trainers, fitness classes, men's and women's locker rooms, a private pool and exclusive parking. For beach enthusiasts, the Cabana Beach Club is a private and relaxing beachfront getaway for the entire family to enjoy the simple pleasures of Ponte Vedra Beach. The newly renovated club features private beach access, a Junior Olympic heated swimming pool, three restaurants, shower and changing facilities, a playground, towel service and beach rentals.

To visit the Sawgrass Marriott Golf Resort & Spa, travel J. Turner Butler Boulevard East to State Road AIA South toward Ponte Vedra/St. Augustine. Turn right

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on PGA TOUR Boulevard and turn left into the Sawgrass Marriott Golf Resort & Spa.

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