

SAWGRASS MARRIOTT GOLF RESORT & SPA PRESS RELEASE

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FOR IMMEDIATE RELEASE

SAWGRASS MARRIOTT GOLF RESORT & SPA HIRES PAULA SAFRAN AND DEBORAH WALLACE AS DIRECTORS OF NATIONAL ACCOUNTS

PONTE VEDRA BEACH, Fla. (March 28, 2011) – [Sawgrass Marriott Golf Resort & Spa](#) announces the addition of Paula Safran and Deborah Wallace as new directors of national accounts for the resort. Safran and Wallace will be responsible for business development in the area of meeting and convention planning.

“Due to several national awards our property has received lately, organizations are increasingly interested in the Sawgrass Marriott as a resort destination for meetings and events,” said Jeff Mayers, general manager of the Sawgrass Marriott Golf Resort & Spa. “Paula and Deborah both have years of experience with sales in the hospitality industry, and we are pleased to be adding their skills and strategies to our growing team.”

Safran has more than 15 years experience in sales management, with an emphasis on exceeding sales goals and securing customer loyalty. Before joining Sawgrass Marriott, she was national sales director for the Wyndham Hotel Group. Safran also served as sales manager for the Doral Conference Center & Hotel and the Nassau Inn in Princeton, N.J and as sales manager of travel and

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tourism for Hyatt Hotels and Resorts.

Wallace has served as senior sales manager and account director for several organizations, including the Ritz-Carlton Amelia Island, the Ritz-Carlton/JW Marriott Grande Lakes in Orlando, Fla. and the Westin Diplomat Resort & Spa in Hollywood, Fla. While serving as senior sales manager at the Ritz-Carlton in Orlando, she exceeded sales goals for three consecutive years – achieving 100 percent, 147 percent, and 132 percent achievement level respectively.

Both Safran and Wallace have extensive experience with clients in the pharmaceutical and medical industries. While at the Sawgrass Marriott, they will focus on business development in these areas.

For more information about the resort and meeting or convention opportunities, call (904) 285-7777 or visit online at 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

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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 A1A South toward Ponte Vedra/St. Augustine. Turn right on PGA TOUR Boulevard and turn left into the Sawgrass Marriott Golf Resort & Spa. For more information about the resort, call (904) 285-7777 or visit online at www.sawgrassmarriott.com.

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