



ATTN: EDITOR

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**REYNOLDS PLANTATION DIRECTOR OF INSTRUCTION
REMAINS A GOLF MAGAZINE TOP 100 INSTRUCTOR**

Greensboro, Ga. (January 25, 2007) – Reynolds Plantation Director of Instruction Charlie King has once again been named to *GOLF Magazine's* Top 100 Instructors in America for 2007-2008.

A highly-acclaimed teaching professional and pioneering author, King joined the team at Reynolds Plantation, a Linger Longer Community, in March 2006. Initially serving as director of instruction for private lessons, clinics and more, King is now designing and implementing innovative short game and full swing schools for individuals, groups and corporate outings at the new Reynolds Golf Academy, opening in 2007. Though these and other accomplishments keep King a top-rated instructor in the country, King said he never stops appreciating honors like *GOLF Magazine's* Top 100 award.

"I am extremely lucky to be doing something I love – teaching golf – and just to be nominated to such a prestigious list of great golf instructors is gratifying," King said of the Top 100, which is updated every two years. King was on the 2005-2006 list as well.

Founder and CEO of UnCommon Golf, King has authored two books – "*You're NOT Lifting Your Head*," a golf novel, and the more recently released "*Golf's Red Zone Challenge*," an engaging instructional guide that focuses on golf shots from 100 yards or less.

Prior to joining Reynolds Plantation, King was the teaching professional at Nantucket Golf Club in Nantucket, Mass. He has served as director of instruction at the Academy of Golf at PGA National Resort in Palm Beach Gardens, Fla., and was director of instruction at Tusawilla Country Club in Orlando. King also coordinated instruction for golf teachers at the Golf Academy of the South and taught nationally for The Swing's The Thing Golf Schools. A 15-year member of the PGA of America, King has been a featured guest instructor on The Golf Channel's Academy Live show and has appeared on numerous radio and television shows.

A select number of nominations are solicited by *GOLF Magazine* from the executive directors of all 41 PGA of America sections. The magazine's selection committee considers information gathered from questionnaires and makes the final selections based on the following 10 criteria (listed in order of importance):

- Swing knowledge
- Communication skills
- Innovative teaching ideas
- Understanding of -- and flexibility in teaching -- different learning types
- Proven success in improving students' games
- Willingness to share knowledge with peers through workshops, seminars, etc.

(more)

- Teaching longevity
- Success instructing well-known golfers
- Number of nominations and recommendations
- Industry awards from the PGA or LPGA or other peer recognition, such as speaking at regional and national teaching summits

Originally from Tennessee, King attended Tennessee Tech University, where he earned a marketing degree. He and wife, Julie, have two children, Kathryn and Brian. They reside in Watkinsville, Ga.

About Reynolds Plantation

Named the “Best of the Best” Golf Community by the *Robb Report*, Reynolds Plantation, located between Atlanta and Augusta, is a 10,000-acre golf and lake community with more than 80 miles of shoreline on beautiful Lake Oconee, one of the largest lakes in the southeast. Reynolds Plantation features 81 holes of championship golf from designers Jack Nicklaus, Bob Cupp, Tom Fazio, and Rees Jones, with a fifth course, designed by *Golf Digest* “Architect of the Year” Jim Engh, to open for member play in 2007. Reynolds Plantation is also home to The Reynolds Golf Academy, led by *GOLF Magazine* Top 100 Instructor Charlie King, and the TaylorMade Performance Lab—one of only six in the world. In addition to championship golf, Reynolds Plantation features award-winning dining, swimming pools, tennis courts, pedestrian trails, three full-service marinas and a new lakefront Lake Club and tennis center. *Golf Magazine* chose Reynolds Plantation as the site of the 2004 Golf Dream House, their first-ever “ultimate home for a golfer”, and *Golf Digest* and *Golf for Women* have cemented that endorsement with their first-ever such home, slated to open in 2007. Many residents’ introduction to the community is a gracious one courtesy of the AAA Five Diamond Award-winning Ritz-Carlton Lodge, Reynolds Plantation, a 251-room lakefront resort and spa.

Prices for real estate vary with size and view (golf, lake, wooded); approximate price ranges:

Homesites: \$100,000 - \$2 million +

Cottages and Condominiums: \$250,000 - \$900,000

Attached single-family homes: \$400,000 - \$900,000

Homes: \$400,000 - \$4 million +

Inquiries: 800-800-5250 or www.reynoldsplantation.com

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