

TAYLORMADE PERFORMANCE LAB

at Reynolds Plantation

Many golfers have seen photos of a PGA Tour player decked out in a black body suit, lighted sensors covering his body as cameras record every step of his swing. In the past the process has been used to incorporate a pro's swing for use in the latest golf video game, or to analyze his or her technique and make minute adjustments.

Starting this fall, the rest of us can take advantage of a similar technology at the new TaylorMade Performance Lab at Reynolds Plantation, located between Atlanta and Augusta, featuring Motion Analysis Technology by TaylorMade (MATT). Reynolds Plantation is one of only three sites in the world to incorporate the cutting-edge TaylorMade Performance Lab into its custom club-fitting and swing analysis efforts.

Created in collaboration with the same company that brought animated characters to life in blockbusters such as *The Lord of the Rings* and *Polar Express*, and adapted by TaylorMade to show players a computer generated 3-D image of their swing, the animation can be viewed from any angle, above, below, front, back or side, and in motion.

Using a system of high-speed cameras and wearable reflectors, essential information is gathered instantaneously as you swing, and then analyzed by our expert staff, giving you immediate visual feedback. In addition a separate launch monitor measures the speed, launch angle and spin rate of the ball.

The result is a detailed profile of you, the player, and data driven recommendations on everything from golf clubs, lie angles, lofts, shaft flex, type of irons best suited and other criteria required for personalized custom fitting.

"The TaylorMade Performance Lab at Reynolds Plantation gives you the most accurate representation of your golf swing and insight into your game that previously was only available to the pros," says Charles McLendon, Reynolds Plantation's club-fitting professional.

"The TaylorMade Performance Lab experience is designed to give an accurate and quick fit for the best possible equipment to have in your hands and show you the nuances of your swing."

Slated to open in November, The TaylorMade Performance Lab is housed in The Oconee Clubhouse a short walk from the casually elegant Ritz-Carlton Lodge, Reynolds Plantation, the highest rated Golf Resort in the 2005 *Zagat Survey* of "America's Top Golf Courses" and ranked one of the top 20 golf resorts in the world by *Condé Nast Traveler*.

Reynolds Plantation, located between Atlanta and Augusta, is a 10,000-acre golf and lake retreat with 80 miles of shoreline on beautiful Lake Oconee, one of the largest lakes in the southeast. Named "Best of the Best" by the *Robb Report*, Reynolds Plantation features 81 holes of championship golf from designers Jack Nicklaus, Bob Cupp, Tom Fazio, and Rees Jones, with a members-only course by noted architect Jim Engh slated to open in 2007.

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800.800.5250 • www.reynoldsplantation.com

Experience TAYLORMADE

Be among the first to experience this cutting-edge swing analysis facility when you book a Performance Lab package from Dec.1, 2005 through Feb. 28, 2006.

Rates start at \$575 USD* and include:

Resort view accommodations at The Ritz-Carlton Lodge, Reynolds Plantation for one evening.

Two-hour fitting session in the TaylorMade Performance Lab.

One round of golf on any of our four championship golf courses.

For room reservations, please call 800.241.3333, the resort directly at 706.467.0600, a travel professional or visit the Web site at www.ritzcarltonlodge.com.

*Rate is exclusive of tax and gratuity and subject to availability. Please contact Member Concierge at 706.467.1111 to schedule fitting. Advanced reservation required. A caddie is required on The Oconee Course; additional fee is \$49, plus tax and gratuity.

