



Press Release

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GOLF ON TOP OF THE WORLD IN ST MORITZ

Acknowledged as one of the world's most stylish ski resorts, St Moritz is now looking to make its mark as the most glamorous golf destination in Europe.

The Kulm Hotel St Moritz, inextricably linked with the Cresta Run, is offering a range of exclusive summer golf packages and clinics at its very own golf course, the Kulm Golf St Moritz, as well as the nearby courses of Samedan (the oldest 18-hole golf course in Switzerland, dating to 1893), Zuoz and Alvaneu.

From June to October, golfers can enjoy playing golf over these four courses, amongst the highest in Europe, surrounded by magnificent Alpine panoramas and deep blue summer skies (St Moritz enjoys sunshine 322 days of the year).

On offer throughout the summer, the Kulm Hotel's five-night "Golf Safari" comprises green fees over each of the four courses, a lavish breakfast every morning and dinner at any one of the hotel's three restaurants. Prices start from CHF 1,475/approx £890 per person (based on two sharing).

A shorter option is the two- or three-night "Golf Break", which includes the chance to play on the Kulm Golf St Moritz, Samedan and Zuoz courses, daily breakfast and half board, as well as a relaxing Alpine wild herb bath in the hotel's Panorama Spa & Health Club. Prices start from CHF 625/approx £380 per person (based on two sharing).

In the month of August only, the Kulm Hotel is running two three-day "Exclusive Golf Clinics" under the auspices of the Annika Golf Academy™, Orlando at the Samedan course with golf professionals Charlotta Sorenstam (younger sister of former world No.1 Annika), Henri Reiss and Kai Fusser.

These coaching clinics will comprise short game, long game and putting tuition, on-course tactics, swing analysis using a launch monitor, golf alongside one of the pros and fitness advice to improve a golfer's game. Lunch at the golf club during the three days of coaching is also included. Prices start from CHF 3,410/approx £2,060 per person (based on two sharing) and the clinics will take place from 15 to 19 August and 19 to 23 August.

For those intent on some intensive individual tuition, the Kulm Golf St Moritz is also organising private one-on-one, 30-minute lessons with golf professional Robert Baker from August 29 to September 3. Baker was named one of America's Top 100 Teachers by Golf Magazine and has taught some of the biggest names in golf, including Ernie Els, Greg Norman, Seve Ballesteros, Nick Price, and Nick Faldo. He has also taught Hollywood celebrities Sylvester Stallone, Samuel L. Jackson, and Michael Douglas, and sports stars Michael Jordan and Ian Botham. A 30-minute lesson with Baker costs CHF 75/approx £45.

For further information on the Kulm Hotel St Moritz's golf packages and clinics, please visit www.kulmhotel-stmoritz.ch.

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NOTES TO EDITORS

Kulm Golf St Moritz

The nine-hole Kulm Golf St Moritz course, first laid out in 1891 (making it the oldest course in Switzerland), meanders harmoniously through the town, past the St Moritz bobsleigh run and the former Olympic Stadium (two winter Olympics have been held on the course, in 1928 and 1948), while enjoying spectacular views over Lake St Moritz.

Lying at a height of 1,860 metres, this demanding par 27 course is among the highest in Europe and was re-laid in 2001 to bring it up to date for the needs of today's golfers.

In addition to the course, the Club has a practice putting green and a driving range, as well as its own Club restaurant "Chesa al Parc".

Kulm Hotel St Moritz

The first hotel to be built in St Moritz, the Kulm opened its doors in 1856 and immediately became popular for summer spa and painting holidays, particularly among the British who comprised around 75% of the hotel guests. The owner of the Kulm Hotel, Johannes Badrutt, initiated winter holidays to St Moritz from 1864, when he laid a bet with his last departing summer guests that the local weather was so good they could sun themselves on the hotel's terrace even in deep December; if not, he would cover the cost of their vacation himself. He won the bet and within two years, the hotel was fully booked with guests staying for the entire winter season. The Kulm Hotel St Moritz can, therefore, take credit for starting the trend for wintersports holidays.

Since the 19th century, the Kulm Hotel has changed considerably through expansion and renovation, but the fabulous location at the heart of St Moritz with views over the Lake remains the same. A member of The Leading Hotels of the World, the Kulm Hotel has 173 rooms, five restaurants (formal dining, French fine dining awarded 15 points by GaultMillau,

Italian, local Engadine specialities and Japanese), the extensive Panorama Spa & Health Club (with 20m indoor pool, various saunas and steam room, a Jacuzzi, a fully-equipped gym and treatment rooms, all with stunning views over Lake St Moritz) and six conference rooms, with capacities ranging from 50 to 500 people.

Entertainment and sports facilities include the 9-hole Kulm Golf Course St Moritz, three tennis courts, a natural ice rink, a curling field and the “Marmotta Club” for children. The Kulm Hotel is inextricably linked to the Cresta Run through the Sunny Bar, where tobogganing pilots have congregated for decades; the walls are lined with trophies and images of famous people who have hurled themselves down the infamous ice track.

The Kulm Hotel St Moritz opens for the summer season on 25 June 2010.

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