



Streamsong Blue

Designed by Tom Doak



Streamsong Black

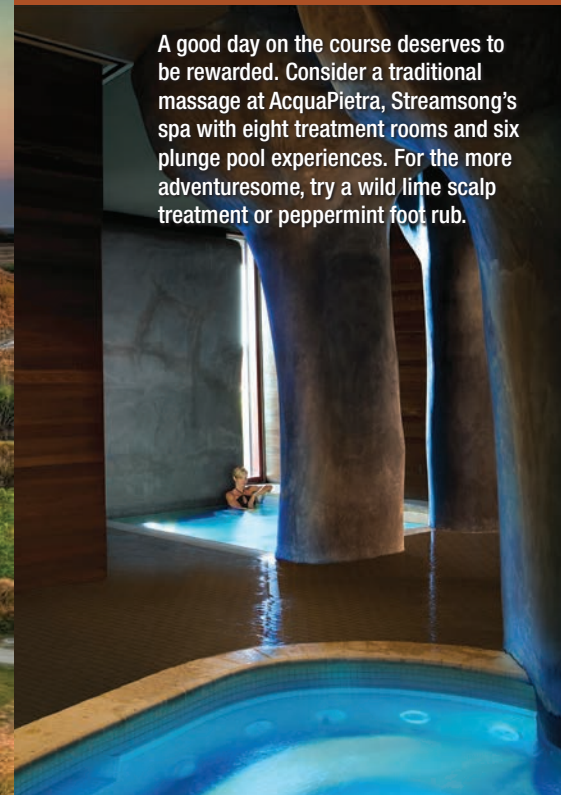
Designed by Gil Hanse



Streamsong Red

Designed by Bill Coore & Ben Crenshaw

Other golf amenities include the Gauntlet, a two-acre putting course, and the Roundabout, a free-flowing 7-hole practice area.



A good day on the course deserves to be rewarded. Consider a traditional massage at AcquaPietra, Streamsong's spa with eight treatment rooms and six plunge pool experiences. For the more adventuresome, try a wild lime scalp treatment or peppermint foot rub.

The Relentless Pursuit of Perfection

Streamsong Resort awaits your arrival in the fall with an upgraded golf experience.

STREAMSONG, FLORIDA: When Toyota launched its luxury brand Lexus to the American market 30 years ago, it faced fierce competition. Through careful engineering and one of the most memorable taglines in marketing of "The Relentless Pursuit of Perfection," annual sales grew from 16,000 to 300,000 per year.

Streamsong Resort, has followed a similar path. Upon opening, it quickly gained acclaim as a must play.

Site of a former phosphate mine, the resort's 16,000 acres are punctuated with dramatic elevation changes, abundant lakes, and 15 million cubic yards of sand—a sharp contrast to the rest of Central Florida's relatively flat topography. In last year's "America's 100 Greatest Public Courses," *Golf Digest* ranked Streamsong Red No. 19, Streamsong Blue No. 24, and Streamsong Black No. 32 in its annual rankings.

This spring, a massive course enhancement project included installation of a new grass type, Mach 1, on all 18 greens of both its Streamsong Blue and Streamsong Red courses.

"This is our definition of 'the relentless pursuit of perfection,'" smiled Richard Mogensen, general manager at Streamsong Resort. "With an ultrafine texture and hearty root structure, Mach 1 is known as one of the smoothest

rolling, cleanest, and purest turfs in golf. The new grass is also both heat and drought tolerant, a perfect match for our environment. Our mission has been to provide a pure golf experience with firm and fast conditions that rival the very best golf destinations in the country. Reinvestments in golf are paramount for our future success."

AFTERNOON ADVENTURE

With its golf status among purists proven, Streamsong Resort has expanded its roster of outdoor activities. "Our bass fishing, sporting clays, and archery expeditions are growing in scale and popularity," said Mogensen. "I think a morning round followed by an afternoon on our lake is an appealing combination." ■

For information on seasonal golf packages, please visit StreamsongResort.com.



Streamsong sporting clays guides are NSCA (National Sporting Clays Association) certified.



The Florida Peninsula used to be covered by ocean. It's not uncommon for caddies to stumble across a shark tooth fossil while looking for your ball in the sandy waste areas.



The depth and water quality sustain a healthy population of fish at Streamsong. It's not uncommon for an angler to hook an eight-pound bass (the record is nearly 14 pounds).



The Lodge is a great bit of architecture in its own right. Floor-to-ceiling windows do a terrific job of bringing natural light into your realm.