

## **Samoset Resort Primed for the Season with \$3 Million Enhancements**

Rockport ME (March 16, 2006) -- The AAA Four Diamond Samoset Resort on Penobscot Bay welcomes spring with significant upgrades to its guestrooms and golf capabilities. Over the winter and spring the resort invested \$3 million in a guestroom makeover scheduled to be completed by July 1 and signed an agreement to become the first New England home of the resort programs offered by *ESPN Golf Schools presented by Lexus*.

The guestrooms now offer an updated classic residential feel, with luxurious down bedding and multiple pillows, lavish fabric window treatments, new carpeting, nautical artwork by contemporary Seacoast artist Chris Ward, marble-topped mahogany accent furniture and LCD flat screen televisions. The baths feature granite vanities, framed bathroom mirrors, upscale bath fixtures and lighting including lighted makeup mirrors, oversized Kohler showerheads and the contemporary curved shower rods that afford more space. Guest amenities include individual robes and complimentary WiFi.

The *ESPN Golf Schools presented by Lexus* resort programs at Samoset start in May. Widely regarded as one of the premier golf instruction schools in the United States, *ESPN Golf Schools Presented by Lexus* are prominently located at major golf destinations across the United States and led by renowned teaching professional Hank Haney. *ESPN Golf Schools* offer a wide range of packages that incorporate instruction, along with practice and play sessions, Nike Golf equipment and accommodations. Golfers will be able to choose from a variety of instructional programs throughout the entire season, ranging from one-day to three-day packages.

“Samoset is now positioned to claim the title of the pre-eminent Maine resort,” said Connie Russell, General Manager. “We have been planning this renovation for some time and are delighted to unveil a fabulous new guestroom product to our guests. We know our many fans will be pleased and we expect the guests who are drawn here for the ESPN Golf Schools will become repeat visitors, as well, once they stay with us. Samoset's legendary hospitality endures; while the Samoset experience just keeps getting better and better.”

The 230-acre Samoset Resort is a waterfront jewel on the edge of Penobscot Bay. Its 178 guestrooms offer views of the Rockland Breakwater and Atlantic Ocean beyond or the 70-par golf course which *Golf Digest* considers among America's “10 most aesthetic.” Resort amenities include WiFi access throughout, a state-of-the-art Health Club, indoor pool, tennis, spa services, Breakwater Cafe, *Four Diamond* and *Wine Spectator* Award-winning Marcel's Restaurant and the seasonal Clubhouse Grill. The intimate 2-bedroom/2 bath Flume Cottage offers secluded accommodations (with full hotel services) perched on the rocky shoreline adjacent to the 15th fairway of the golf course.

For more information, visit [www.samosetresort.com](http://www.samosetresort.com) or call 800-341-1650. The Samoset is owned and managed by Ocean Properties, Ltd.