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**The Sea Pines Resort Announces New World-Class Beach Club**

**(HILTON HEAD ISLAND, S.C.)** -- [The Sea Pines Resort](http://www.seapinesresort.com) – Hilton Head’s most celebrated leisure retreat – announces the completion of the highly anticipated new world-class \$12 million Sea Pines Beach Club.

The two-story 25,000-square-foot Sea Pines Beach Club presents an inviting seaside atmosphere with breathtaking views of the Atlantic Ocean and distant Tybee Island. The new facility provides year-round enjoyment for resort guests and property owners with an array of family-friendly amenities including dining, retail and special event space.

The first floor features Coast, a beautifully appointed casual beachside restaurant and a wrap-around oceanfront beach bar with seasonal entertainment.

The Beach Club’s second floor showcases Ocean Lounge, an upscale bar serving a selection of specialty cocktails and a signature collection of premium rums and tequilas, as well as small plates and desserts. The area also includes event space with large floor-to-ceiling windows and a spacious outdoor deck connected by terraces and covered verandas.

A new retail space, the Surf Shop, offers an assortment of beach supplies as well as children's toys ideal for fun on the sand. Resort apparel for men and women is also available including logoed T-shirts, headwear and premier brands including Peter Millar, Johnnie-O and I Can Too.

For on-the-go dining, the convenient Surfside Market offers express concessions including freshly made salads, sandwiches and snacks.

“The new Beach Club combines exceptional design and craftsmanship with spectacular coastal beauty,” says John Munro, Vice President of Hospitality, Sales and Marketing at The Sea Pines Resort. “Premium

finishes and lavish attention to detail throughout affirms The Sea Pines Resort's commitment to quality, durability, and providing a world-class experience for our members and guests.”

The Sea Pines Resort has also begun construction on a new 26,000-square-foot Harbour Town Golf Links Clubhouse on the site of the existing structure. Slated for completion in spring of 2015, the facility will honor the RBC Heritage with a gallery showcasing the rich tournament history and display of past champions.

The legendary Lowcountry destination recently invested in multiple resort-wide revitalization projects including the new Plantation Golf Club and golf learning center at its Heron Point by Pete Dye and Ocean courses. The amenities of the 23,000-square-foot clubhouse include an expansive pro shop; Live Oak, Lowcountry-inspired cuisine; 2,000 square feet of event space; and spacious men's and women's locker rooms.

For more information: [www.seapines.com](http://www.seapines.com), 866.561.8802.

### **About The Sea Pines Resort**

One of the true crown jewels of American golf, The Sea Pines Resort is home to legendary Harbour Town Golf Links (home of the PGA TOUR's RBC Heritage) designed by Pete Dye and Jack Nicklaus, Heron Point by Pete Dye, and the Ocean Course. The resort's best-in-class collection of golf courses, amenities, meeting facilities and accommodations makes Sea Pines one of the most sought-after leisure and group destinations in America.