



BORREGO RANCH

RESORT & SPA

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BORREGO RANCH RESORT & SPA DEBUTING NOVEMBER 2008
REVIVING A CALIFORNIA TRADITION
JOURNEY TO THE UNSPOILED DESERT PLAYGROUND OF BORREGO SPRINGS
FROM SPA & LEISURE VISIONARY AND INNOVATOR JOSEPH DENUCCI

Borrego Ranch Resort & Spa revives *A California Tradition* in the heart of the Anza-Borrego desert, with a unique combination of historical architecture, secluded, untouched surroundings, impeccable service, and numerous guest programs focused on healthy living and the active lifestyle, including Tom Fazio golf. Borrego Ranch debuted November 2008, promising a carefree desert escape reminiscent of the 1940s, with the vision and passion sure to inspire a new generation of travelers.

Real-estate developer, hotelier, and Los Angeles native Gregory Perlman discovered the magic of the desert at a young age when he vacationed with his family in Palm Springs. During these retreats, he developed an affinity for the desert's heat and wild terrain, and its powerful influence on the mind and body. Years later, Perlman recognized a future paradise in neighboring Borrego Springs, located just 80 miles from Palm Springs, and in 2004 purchased more than 3,200 acres surrounded by the largest unspoiled and permanently-protected state park in the contiguous United States.

Perlman invested more than \$50 million into the area, where he developed Montesorro, a luxury, second-home resort community, and a \$25 million Tom Fazio Signature Golf Course. In 2007, Perlman purchased the historic, four-diamond resort, La Casa del Zorro, now, Borrego Ranch Resort & Spa.

Located on 42 acres of secluded desertscape are only 19 private casitas and 44 deluxe rooms. The original building from 1937 retains its authentic, early Californian architectural elements with high, wood beam ceilings, plaster covered stone walls and rich earth tone hues.

To create the culture and programming of Borrego Ranch Resort & Spa, Perlman consulted innovative spa and leisure visionary Joseph DeNucci, former COO of the internationally-recognized Miraval. After spending a week on the land, evaluating the historic facilities, and being influenced by the magnificent desert landscape, DeNucci immediately recognized the Borrego Ranch project as the last in a lifetime opportunity to create a one-of-a-kind destination resort. DeNucci was appointed President and spent six months planning and three months renovating the property.

"I immediately knew that Perlman was on to something extraordinary when I came over the mountains and saw the desert basin open up as I drove into Borrego Springs," said DeNucci. "The resort is surrounded by

650,000 acres of permanently-protected state park, and I know of no other piece of land in America where you can create such a compelling vacation experience. We had to seize the opportunity.”

Central to the deeply ingrained California Tradition of resorting to the desert, and the vision for the guest experience at Borrego Ranch, is a unique and personalized service philosophy that promotes the belief that guests should decide how they want to *be* while they vacation. To create this vision, and bring to life the varied collection of adventurous and relaxing amenities and services offered at Borrego Ranch, DeNucci assembled an expert team of former staff members and highly respected industry colleagues.

“There’s no right or wrong way to relax. We embrace the freedom to choose, and the luxury not to have to,” says DeNucci. “The experience at Borrego Ranch will not come at you, but come from you.”

Infusing the magic and romance of a by-gone era with a sense of playful surprise and a strict mandate to just relax—Borrego Ranch offers guests an experience unlike any other.

About Borrego Ranch Resort & Spa

Nestled in the stunning desert playground of Borrego Springs, California, comes a California Tradition with a new twist. Much more than a vacation retreat, Borrego Ranch Resort & Spa is California’s newest luxury destination, offering a blend of simple pleasures and extraordinary experiences for adults only. Less than two hours from San Diego, Borrego Ranch is set in the heart of the magnificent 650,000-acre Anza Borrego Desert State Park. Here, healthy living and active vacationing meet the luxury lifestyle. You can invigorate your mind, body and soul with hiking, mountain biking, tennis, swimming, yoga, Tom Fazio Signature golf, cutting edge health and fitness programs, gourmet dining and pampering spa treatments. Visionary and industry innovator Joseph DeNucci, former COO of Miraval resort, leads a talented team of fitness, culinary and leisure experts dedicated to creating a unique and personalized stay for each and every guest. The resort offers 63 luxury rooms and casitas featuring wood-burning fireplaces, multiple on-site dining options, and countless luxury amenities. Californian Spanish-revival architecture of the 1940s meets modern spa techniques, a creative approach to destination travel, unforgettable cuisine and a vast array of adventurous, cultural and creative experiences. For more information please visit BorregoRanchResortandSpa.com or call (800) 824-1884.

About Borrego Ranch Golf

Ranked one of *Golf Digest’s* "Best New Courses" in 2008/2009, the 18-hole Tom Fazio Signature Golf Course offers spectacular desert and mountain views and 600 feet of elevation change. Golfers of all levels will enjoy the remarkably diverse combination of holes that include unique and bountiful water features, as well as Fazio’s trademark mounding and bunker complexes. Playing over 7,000 yards with more than 40 acres of maintained desert flowers, along with tall fescue grasses that frame the corridors of several holes, Fazio masterfully highlights the natural terrain of the untouched state park. The Director of Golf at Montesoro is PGA and Calloway Master Professional, David Hunter, who has been recognized by Golf Magazine as one of “America’s Most Outstanding Golf Teachers.”

About Borrego Springs and the Anza-Borrego Desert

The 650,000-acre Anza-Borrego Desert State Park is the largest in the contiguous United States. Over 500 miles of dirt roads, 12 wilderness areas and 100 miles of riding and hiking trails provide visitors with an unparalleled opportunity to experience the wonders of the desert. The park features wildflowers, palm groves, cacti and sweeping views where visitors may spot roadrunners, golden eagles, kit foxes, mule deer, bighorn sheep, desert iguanas and chuckwallas. Located just two hours from San Diego, and three hours from Los Angeles, the scenic drive to Borrego Springs has been, rated among the top ten in the nation by Rand McNally. Boasting 350 days of sunshine a year, average winter highs in the low 70s, a population of 2,800 and virtually no congestion or pollution, Borrego Springs offers a true desert escape. The absence of light pollution makes for spectacular stargazing and qualifies the region as a Dark Sky Community nominee by the International Dark Sky Association. Only one other community on the planet has been awarded this distinction.