

Couples Resorts' Website Gets a Facelift

Montego Bay, Jamaica – September 21, 2007 – To stay on top of today's ever-changing Internet technology, Couples Resorts has launched a re-design of their website. The site features the latest web design with a visual feast of Couples Resorts' stunning beaches and tropical grounds. In addition, the new website offers a direct link to the Couples Living online store, where the resorts' signature line of classic, casual apparel and accessories can be purchased. The new site also directs repeat guests to the "Romance Rewards" page, where loyal visitors earn "Romance Rewards" points towards the purchase of an array of optional services and gift shop items. Every page features flash animation, and the navigation is designed to move the user with ease and precision to every aspect of the four resorts.

"The re-creation of our signature website allows us to convey the full extent of our resort offerings to potential guests, giving them the opportunity to make a well informed choice on which one of the four Couples resorts to visit," stated Randy Russell, Chief Romance Officer and Senior Vice President of Sales & Marketing. "The site, with its myriad of realistic and lifestyle photography, brings tangibility to our product – it shapes the customer's expectation's and helps us convert more online visitors into reservations. A great reputation plus a great site is the way to gain new customers."

Couples Resorts has created a site that provides potential and past guests with everything there is to know about the resort and the island, but with a very simple design that does not overwhelm the reader. "Romance Rewards" members will appreciate the site's interactivity with opportunities to customize their visit to Couples Resorts. As technology evolves, visitors will be able to make reservations and book activities such as spa treatments, dinner reservations, and romance packages in advance. The visually appealing and informative features highlight all the property has to offer for travelers.

Couples Resorts, headquartered in Montego Bay, Jamaica, owns and operates four properties in Jamaica, West Indies - Couples Ocho Rios, the first-ever couples only, all-inclusive resort, Couples Sans Souci, Couples Swept Away and Couples Negril. Pioneered by the legendary Abe Issa – "father of Jamaican tourism" – each Couples Resort is an unsurpassed model of the all-inclusive concept, boldly designed with local inspiration to create a harmonic sense of nature and authentic Caribbean spirit. For over 30 years, Couples has delighted guests and refined the Caribbean all-inclusive resort experience by providing unparalleled service, exceptional dining experiences and exclusive added value inclusions. For further information, call 1-800-COUPLES or visit www.couples.com.

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