

Couples Resorts Gets In-Sync with Guests *Couples Resorts Updates Guests via RSS Feeds*

Montego Bay, Jamaica – November 2007 – Couples Resorts has announced it will begin delivering its latest news and promotions via RSS feeds to keep guests updated on the latest information from their four all-inclusive properties in Jamaica. RSS feeds are a great way to regularly stay up-to-date with Couples incentive offers, media news and resort updates.

By definition, RSS (Really Simple Syndication) allows individuals to request specific and customized up-to-date information in the form of feeds, based on a person's established interests, to an RSS reader such as My Yahoo! or others, as soon as the information becomes available.

As part of this special service, guests will be the first to know about Couples Resorts newest and latest happenings. The RSS feeds will automatically update as soon as new offers or hotel news is added to the website. Guests can rest assured they will never miss out any recent developments.

“We want to provide our guests with the latest hotel news and at the same time keep up with emerging technology. It's so much more efficient than going to get it, or getting unwanted emails,” stated Randy Russell, chief romance officer and senior vice president of sales & marketing. “Let's say that you want only the latest news about Couples Resorts. Using RSS, multiple websites will deliver that news right to your desktop, suitable for reading and printing.”

The RSS feeds for all four resorts will be served by Travelscream Technologies, one of the hospitality industry's foremost providers of RSS and other leading-edge online marketing solutions. “Our partnership is designed to help Couples Resorts channel their messages more efficiently,” said Tom Griffin, Travelscream's founder and CEO. “In the process, we'll also help streamline the communication process for all of Couples Resort's current and prospective guests. RSS is a win-win for both sides.” To subscribe to Couples RSS feeds – go to <http://landing.travelscream.com/couples/couples.html>.

-more-

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 more than 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.

Couples Resorts Media Contact:

Janelle Thadhani / Cassandra Martino

Cheryl Andrews Marketing Communications

T: 305.444.4033

E: Janelle@cam-pr.com / Cassandra@cam-pr.com