

## **Couples Ocho Rios to Unveil New Hotel within Historic Walls**

*Jamaica's Original All-Inclusive Hotel to Close While Undergoing \$15 Million in Upgrades*

**Miami, FL – January 23, 2008** – Couples Resorts is pleased to announce plans for a US\$15 million renovation of Jamaica's first all-inclusive, couples only resort, Couples Ocho Rios. Nearly all areas of the 59 year old resort will be renovated as it is restored to its original Old World Jamaican charm, marrying tropical splendor with an updated, Grand Island style. The resort will close on April 1 and a new and improved Couples Ocho Rios will be unveiled on December 15, 2008. Nearly every aspect of the resort from the lobby to the spa to restaurants and pool facilities will be renovated with contemporary upgrades to ensure the romance, refinement and quality that Couples Resorts' savvy guests have come to expect.

"We've been working on these plans for two years now," explains Couples Chairman Lee Issa. "This well-orchestrated renovation effort is an example of our continued investment in Couples Ocho Rios and dedication to quality and guest satisfaction. Our guests are sophisticated travelers, who recognize superiority and style when they see it. We want to ensure they get what they desire – unparalleled beauty and romance."

Originally built in 1949 as the Tower Isle Hotel and rebranded as Couples Ocho Rios in 1978, the resort will undergo extensive renovations that will include the addition of 20 accommodations – four suites and 16 rooms - all with ocean views, flat screen televisions in all rooms, new doors to guest room entrance and enhancements to the main pool (including leveling the depth to 5.0 feet throughout and creating a new water feature), lobby, piano bar, main dining room, main bar, and garden villa suites. Some bathrooms will feature zero edge walk-in showers.

Brand new amenities include a new wedding gazebo, veggie and juice bar, pool grill, spa with 10 treatment rooms, swim-up pool bar and new dive pool, gym, aerobics room, photo shop, gift shop, games room, and a floating dock at Tower Isle, Couples Ocho Rios' own private island.

Guests already booked at Couples Ocho Rios during the closed period will be protected at one of the three sister properties (Couples Sans Souci, Couples Swept Away or Couples Negril) and will receive a certificate entitling them to two complimentary nights on a return stay at Couples Ocho Rios from April 1 – December 15, 2009. Guest who elect not to travel will be offered a full refund.

"It is common knowledge among our loyal guests that the staff at Couples Ocho Rios is what makes this resort so special. Several have been with the resort for nearly thirty years,"

states Lee Issa. "We have offered a comprehensive and generous package to ensure that all valued employees will return to the resort for its grand re-opening in December."

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](http://www.couples.com).

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