

Award Winning Couples Sans Souci Unveils \$4.5 Million in Renovations

Ocho Rios, Jamaica – January 25, 2008 – Couples Sans Souci, known for its rich, traditional Jamaican ambience, supreme spa treatments, celebrated cuisine and unparalleled service has just completed an important renovation program, refreshing and updating this classic romantic favorite. Recently ranked the highest rated all-inclusive resort in the Caribbean on the *Conde Nast Traveler 2008 Gold List*, the \$4.5 million refurbishment to Couples Sans Souci has enhanced the design, facilities and services of the hotel to ensure this all-inclusive resort the ultimate setting for a romantic getaway, from this day forward.

Interiors have been re-designed with a blend of old world romanticism and traditional Jamaican décor to create elegantly timeless surroundings with beautifully appointed sofas and winged chairs in tranquil color accents of blue and white. Enhancements and improvements have been made to all suites, penthouses, restaurants, game rooms, mineral pool, lobby and outdoor Jacuzzis. New 32” and 37” LCD TVs, minibars, desks and chairs have been added to all suites and penthouses as well as new draperies and bed spreads. Evoking tropical beach living, many rooms have large, open balconies that now feature new patio and chair sets. Renovations also include a new wedding center where couples and dedicated wedding coordinators create and customize the perfect day under the Jamaican sun.

“We want to provide our guests with clean, elegant surroundings with a contemporary feel. All changes were made with our guests’ comfort in mind” stated Randy Russell, Chief Romance Officer and Senior Vice President of Sales & Marketing. “The sophisticated updates place us ahead of the curve in a highly competitive tourist destination and set the standard for refined hotel accommodations. We are trying to incorporate everything a guest would expect of refined Jamaican style.”

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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