

Couples Resorts Enhancing Romance Rewards Benefits

Montego Bay, Jamaica – February 23, 2008 – Couples Resorts is making a return to paradise even more enticing for guests by enhancing the benefits for the “Romance RewardsSM” repeat guest program. Starting on March 1, 2008, Romance Reward members will be pampered with unique benefits based on the number of nights they have stayed at a Couples Resort.

“On our message board, we asked our loyal guests what changes and enhancements they would like to see implemented and an overwhelming amount of input and recommendations was received. With a repeat base of nearly 40% at any given time, Couples Resorts felt it necessary to focus on the needs of our valued repeat guests and change the rewards to enhance the benefits to our current and future Romance Rewards members” said Chief Romance Officer and Senior Vice President of Sales & Marketing, Randy Russell.

“Rewards” Levels are as follows:

Young Love

Guests who have stayed 3 to 13 nights receive:

- Welcome gift of two t-shirts (male/female)
- One his/her 30-minute massage
- Invitation to attend a Repeat Guest dinner
- Departure snack and water pack

Renewed Love

Guests who have stayed 14 to 23 nights receive:

- One his/her 30-minute massage
- Choice of welcome gift (Bottle of Sparkling wine and chocolates, candles/oils, t-shirts)
- Invitation to repeat guest party
- \$50 Gift Shop credit
- Departure snack and water pack

Passionate Love

Guests who have stayed 24 or more nights receive:

- Choice of welcome gift (bottle of sparkling wine and chocolates, candles/oils, t-shirts)
- One his/her 30-minute massage
- Invitation to attend a Repeat Guest dinner
- One Category Upgrade upon arrival (subject to availability)
- \$75 Gift Shop credit
- Departure snack and water pack
- For stays of seven nights or longer, receive a check for US\$100 upon departure

Some restrictions apply. Guests who have attained the “Renewed Love” and “Passionate Love” level, must return for at least 7 nights every two years to maintain status. Only one member will earn Romance Rewards points during each stay. Double points will not be awarded. Romance Rewards membership number must be provided and entered into the existing reservation prior to check-out of the hotel. Romance Rewards points are not valid on

complimentary or Secret Rendezvous stays. For additional details and more information visit www.couples.com/romancerewards.

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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