

Couples Resorts Introduces Romance Tips
Chief Romance Officer Offers His Expertise Online

Miami, FL – April 7, 2008 – To further enhance Couples Resorts’ guest interactive program that currently offers services such as a message board love letter reading, the resort is proud to announce the launch of a custom blog webpage, “Romantic Tips.” Romance tips and suggestions from Chief Romance Officer, Randy Russell, are now available online at www.couples.com/tips. The Romantic Tips Blog is the newest component of Couples Resorts’ website, and features topics such as “Rekindle the Romance,” “Recipes for Two,” and “Renew and Relax.”

“The emphasis is on guest interaction, romantic appeal, and my unique position as *Chief Romance Officer*. The tips page evolved from our other successful guest interactive message board. This is just another way to differentiate ourselves from the competition and show our dedication to creating deep and emotional connections between guests and our resorts.” said Randy Russell, chief romance officer and senior vice president of sales & marketing.

The webpage, managed personally by Randy Russell, will be updated every week. Tips can be shared, downloaded through RSS, and commented on by members. Russell already regularly posts and participates in discussions on the Couples Resorts message board as well as offers the service of reading love letters to significant others.

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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