

## **COUPLES RESORTS UNVEILS A WHOLE NEW RESORT** *Couples Tower Isle Emerges Within the Historic Walls of Couples Ocho Rios*

**Miami, FL – June 19, 2008** – Couples Resorts is pleased to announce that upon completion of a \$22 million renovation in December 2008, Couples Ocho Rios will reemerge as Couples Tower Isle. The new name is a historical reference to the resort's beginnings as a private island paradise and a 1950s and 1960s Hollywood hangout.

“With an investment of over \$22 million in upgrades, enhancements and renovations, the time has come for a new era for the original all-inclusive resort for couples only,” states Lee Issa, Chairman of Couples Resorts. “To reinforce the storied history and old-world charm and emphasize our focus on the future, we feel the unveiling of our Grand Lady deserves a fresh start to carry on the legacy that is – Couples Resorts.”

Pioneered by the legendary Abe Issa, the hotel was originally built in 1949 as the Tower Isle Hotel - Jamaica's first year-round resort and first beach resort. Tower Isle Hotel became an instant landmark and a haven for movie stars and celebrities in the 1950s and 1960s. Recognizing a market gap in the tourism sector, Issa charted a new course for the resort in 1978 by introducing a groundbreaking concept of an all-inclusive resort for couples only. The resort was then rebranded Couples Ocho Rios.

Couples Tower Isle has undergone extensive and dramatic changes that include the addition of 20 accommodations – four suites and 16 rooms - all with ocean views. All of the resort's 226 rooms will feature flat screen televisions. Some bathrooms will feature zero edge walk-in showers. Enhancements have been made to the main pool (including leveling the depth to 5.0 feet throughout and creating a new water feature utilizing the 1950's-style diving board), lobby, piano bar, Le Gourmet, Verandah and Terrace dining rooms, and main bar.

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

Couples Resorts, headquartered in Montego Bay, Jamaica, owns and operates four properties in Jamaica, West Indies - Couples Tower Isle (formerly known as 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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