



For Immediate Release

Contact:

Yanick Dalhouse: 414.351-9563 / [@bvk.com](mailto:@bvk.com)

Patty Tazalla: 414.247.2174 / [@bvk.com](mailto:@bvk.com)  
[.couples.com](http://.couples.com)

### **Couples Resorts Sets a New Standard for Romance with Opening of Couples Tower Isle**

**OCHO RIOS, JAMAICA – February 10, 2009** – The long-awaited debut of Couples Resorts' newest property, Couples Tower Isle, is scheduled for April 12, 2009. Formerly known as Couples Ocho Rios, more than \$25 million has been invested into transforming the property into one of Jamaica's newest luxury all-inclusives. While luxury and romance have always been associated with the Couples Resorts brand, the new Couples Tower Isle property raises the bar with additions including new ocean-view suites with zero edge walk-in showers, a new luxury spa with rooms for couples massages, as well as renovations to areas such as the main lobby and historic piano bar.

"We are thrilled to introduce the newly renovated Couples Tower Isle to our already exceptional portfolio of properties in Jamaica – all of which are designed to inspire romantic connections between the couples who stay with us," says Lee Issa, Chairman of Couples Resorts. "Our goal with the new Couples Tower Isle property was to preserve its old-world charm, while still emphasizing the amenities guests want today at any luxury all-inclusive destination."

The name Couples Tower Isle is derived from the property's original name, Tower Isle Resort. Back in the 1950s and 60s the romantic destination was considered a haven for Hollywood stars vacationing in Jamaica. Today the 226 room resort still retains the glamorous and spirited ambiance of its historic roots while also touting modernized luxuries like a new wedding gazebo, vegetable and juice bar, pool grill, spa with 10 treatment rooms, swimming pool with swim-up bar, dive pool, gym, aerobics room, photo shop, gift shop, game room and a floating dock at the resorts' very own private island, Tower Isle. The décor and landscaping of the resort have also received enhancements that reflect the glamour and romance of the original Tower Isle.

Couples Resorts, headquartered in Montego Bay, Jamaica, owns and operates four properties in Jamaica – Couples Tower Isle, formerly 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

MORE

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

###