



For Immediate Release

Contact:

Yanick Dalhouse: 414.351-9563 / ydalhouse@bvk.com

Patty Tazalla: 414.247.2174 / ptazalla@bvk.com

www.couples.com

COUPLES RESORTS LEADS JAMAICA'S EARTH DAY EFFORTS

OCHO RIOS, JAMAICA – April 14, 2009 – As companies continue to grow and use more resources, Couples Resorts, one of Jamaica's first luxury all-inclusives, has developed a long history of dedication to the environment, resulting in a 10% decrease in electricity consumption and a 15% decrease in water consumption over the past two years. In honor of Earth Day (April 22), Couples Resorts is organizing a country-wide effort among its four properties, all Green Globe certified, in Negril and Ocho Rios, to become Jamaica's most eco-friendly resort. Couples Resorts recently created a Web site page offering great green tips such as organic recipes, as well as information about its green practices. In addition, all four properties are implementing programs which include volunteer activities for guests, spa treatments using local and organic materials and exciting shows and activities designed to raise awareness and reduce the resorts' impact on the environment.

"We at Couples Resorts strive to take advantage of our properties' incredible biodiversity by incorporating it into our mission of creating the most romantic place in the world," said Randy Russell, Chief Romance Officer of Couples Resorts. "We have always, and will always, do whatever we can to preserve the beautiful Jamaican jungle and azure Caribbean Sea that help to create the passion and romance Couples Resorts is known for."

Education projects such as mandatory reef protection for all those participating in water sports, and the use of only recyclable glass, cardboard and plastics have already been implemented by environmental managers employed by each Couples Resorts property. The use of environmentally friendly cleaning products, energy efficient air conditioners and light bulbs, as well as low flow toilets, showerheads and taps helps to reduce the amount of energy and greenhouse gases used. For more information about Couples Resorts' green practices, as well as a full listing of the programs that will be implemented in honor of Earth Day 2009 and great tips on how to stay green, please visit www.couples.com/earth.

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About Couples Resorts

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 sense of nature and authentic Caribbean spirit. For over 31 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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