



For Immediate Release

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**COUPLES RESORTS CREATES NEW DESTINATION FOR REKINDLING ROMANCE WITH
COUPLES BEACH LOUNGE WEB SITE**

OCHO RIOS, JAMAICA – September 21, 2009 – Couples looking for new ways to spice-up their relationship will find them in Couples Resorts' highly-anticipated new [Couples Beach Lounge](http://www.couplesbeachlounge.com) Web site, set to launch on September 22, 2009 (starting September 22, visit www.couplesbeachlounge.com). The site is designed to help guests rediscover the romance they find after staying at any of the company's four adult couples-only, all-inclusive properties, and will provide a new interactive component, never before seen by Jamaican all-inclusive resorts.

"We are trying to create a place where all couples passionate about love and romance can go for inspiration to keep that connection strong and fresh," said Randy Russell, Senior Vice President and Chief Romance Officer® of Couples Resorts. "Since recent studies have shown that up to 81 percent of men make an effort to be romantic, we wanted to create a site that was for both men and women, and provide them with not just tips and romantic ideas, but also actual tools they can use to help keep the romance alive in their relationships."

Tips on how to write love letters and a feature that lets romantics send their partner a virtual message in a bottle are just two of the new components that will debut on the Couples Resorts Beach Lounge site. Renowned Corporate Executive Chef Stefan Spath of Couples Resorts will launch a section of the site containing great new webisodes that provide in-depth instruction for people looking to create a romantic gourmet dinner 'Just for Two.' Other highlights of the site include a Love Meter game, articles and tips from the Chief Romance Officer himself. For a sneak peak at the site before September 22, visit <http://www.bvkc.com/review/couples/cro/>.

The new Couples Beach Lounge is just one of the many ways Couples Resorts is trying to reach future, current and past guests, and complements the company's current social media efforts, such as an [RSS feed](#), [twitter](#) account (@CouplesResorts) and [facebook](#) page, which all provide the latest information about promotions, renovations and offerings from the resort. In addition to those sites, the Couples Resorts [message board](#) is its platform social network, where

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thousands of guests comment on everything from their favorite restaurants while vacationing at each property, to the best shared pictures of a Couples Resorts beachfront wedding. For more information, visit <http://couples.com/mediaroom/index.html>.

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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