



For Immediate Release

Contact:

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

Patty Tazalla: 414.247.2174 / ptazalla@bvk.com

www.couples.com

Thousands Worldwide Vote Couples Resorts Spas as Best in Caribbean

Montego Bay, Jamaica – September 25, 2009 – For the first time in company history, three of Couples Resorts’ four Jamaican all-inclusive properties have been named to Travel+Leisure’s coveted Top Caribbean Hotel Spas list. Couples Sans Souci, Couples Negril and Couples Swept Away were voted the top one, two and three best hotel spas in the Caribbean by thousands of Travel+Leisure’s readers around the globe.

“We are honored that our valued guests have voted our spas as the best in the Caribbean,” said Randy Russell, Chief Romance Officer® and Senior VP of Sales & Marketing for Couples Resorts. “Our team continually strives to reach our goal of incorporating the best products and services, in order to create an ideal environment for our guests to enjoy a blissful experience during each and every treatment at their favorite Couples Resorts spa.”

Over the last year, Couples Resorts has worked to further individualize its spa services at each of its properties. The newly remodeled spa at Couples Swept Away recently debuted its uniquely Jamaican, signature ‘Reggaesage’ treatment, while Couples Sans Souci boasts stunning cliff-side spa huts overlooking the Caribbean Sea. Finally, Couples Negril, with its new tree-house spa-hut, places guests atop the palm trees that line the property’s shore. The only Couples Resorts property not making the Top Spas list this year is the newly re-opened Couples Tower Isle, which boasts a \$30 million renovation including a brand new spa with a Buddha relaxation pool. To view a downloadable spa brochure, visit <http://couples.com/05brochureF.htm>.

Though this is the first time Couples Resorts has been voted to the Top Caribbean Hotel Spas list, the properties are no stranger to Travel+Leisure’s “World’s Best Hotels” list. This year, Couples Resorts became the first all-inclusive chain to have all of its properties ranked on the publication’s prestigious Top 25 Resorts in the Caribbean list. The 2009 ranking lists Couples Negril and Couples Swept Away as #2 and #3, respectively. While the two Ocho Rios properties, Couples Sans Souci and the new Couples Tower Isle, were ranked #7 and #8 on the list. Couples Negril and Couples Swept Away also ranked in the top 100 resorts in the world, at #36 and #42, respectively.

About Travel+Leisure's Worlds Best Awards

Since 1995, Travel + Leisure magazine has been presenting the World's Best Awards to the hottest properties around the globe. Winners are selected by the magazine's readers, who are asked to choose hotels and destinations worldwide that they feel are worthy of the "World's Best" title. The survey results are completely impartial and in 2009, thousands of readers participated.

About Couples Resorts

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

###