

Media Contact:

Kara Rosner
Cheryl Andrews Marketing Communications
Phone: 305-444-4033 / Fax: 305-447-0415
Email: kara@cam-pr.com

Rewards for Romance
Couples Resorts Introduces New Returning Guest Rewards Program

Montego Bay, Jamaica – February 14, 2007 – Couples Resorts has announced its new returning guest rewards program, “Romance RewardsSM.” The program is simple -- 50 Romance Rewards points are awarded per couple for each night of their stay. Starting April 1, 2007, those points (10 Romance Rewards points are equivalent to \$1 USD) can then be used at check-out to pay for many of the things that a couple charges to the room, including spa and Salon services, PADI scuba certification and extra dives, phone charges, gift shop purchases and room category upgrades. Guests simply sign up for an account online at www.couples.com/romancerewards and are ready to immediately start earning Romance Rewards points towards their next visit.

“Couples Resorts is a boutique collection of all-inclusive resorts with a total of only 902 rooms, all in Jamaica,” commented Chief Romance Officer and Senior Vice President of Sales & Marketing, Randy Russell. “We have had a static program in place for several years, however; with a repeat base of nearly 40% at any given time, we have been encouraged to create a more robust and dynamic loyalty program. We are very pleased to show our appreciation for our loyal guests by introducing a rewards program that allows them to spend their points anyway they want.”

Romance Rewards members who have already stayed at any Couples Resort will also earn a one time sign-up bonus of 1000 points once their stay has been verified by the resort. Additionally, each new couple that a Romance Rewards member refers earns them an extra 100 Romance Rewards points, provided that the referred couple are first time visitors to Couples Resorts. Referral points will be awarded after the referred couple completes their first visit and their Romance Rewards membership has been verified.

First time visitors may only redeem Romance Rewards points accumulated from their first Couples Resorts vacation during their following visit. Romance Rewards points cannot be redeemed on duty-free items, “Romance Packages”, wedding extras, resort photography, private dinners, upgraded wine menu or offsite excursions. Only one member will earn Romance Rewards points during each stay (double points will not be awarded) and Romance Rewards membership number must be provided and entered into the existing reservation prior to check-out of the hotel. Romance Rewards points are not valid on complimentary or Secret Rendezvous stays.

Couples Resorts, headquartered in Montego Bay, Jamaica, owns and operates four properties in Jamaica, West Indies - 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 29 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.

###