

A Growing Demand = A Growing Resort
Couples Swept Away Completes \$14 Million Expansion

MONTEGO BAY, JAMAICA – Summer 2006 - In 2004, 96 new rooms opened at Couples Swept Away completing the first stage of a multi-million dollar expansion project. Now Phase II has been completed with the construction of four more buildings that created an additional 48 Verandah Suites and a new “Great House.”

The new “Great House” building is a three-story structure with fantastic views of the sea and includes the following air-conditioned areas:

- 28 suites trimmed with native cedar and designed with custom tiles and natural rattan furniture
- Four of the 28 suites include the luxuries of a wet bar, jacuzzi and plasma television
- A new gourmet dining restaurant, *Feathers*, featuring an optional wine bar serving select wines and champagnes
- A nightclub/jazz bar/disco (will vary depending on the time of day and day of week)
- A 4,500 square foot conference/wedding reception center
- A Game Room
- An Internet Cafe

Also surrounding the “Great House” is:

- A large, 240 person, open-air, a la carte restaurant, *Patois Patio*, with a visible "show" kitchen. The food style will be “world cuisine with a Caribbean flair” and will feature island-style tapas
- An infinity pool with two large jacuzzis and a swim-up bar
- A pool grill, open 24 hours daily, featuring grilled foods, sandwiches and salads. The grill will have a native thatched roof and will be perched right beside the beach.

“People have really taken notice of Couples Resorts and realized that we are not like other all-inclusives. We offer an upscale, refined alternative and as a result we have seen significant growth in demand over the last few years. In order to meet this growing demand we will provide not only additional rooms but also new areas for day time and evening activities so that our facilities remain un-crowded,” commented Randy Russell, chief romance officer and senior vice president of sales and marketing.

The new rooms take the total number of rooms at all four Couples Resorts from 824 to 900 rooms. “So we’re still relatively small compared to some of the bigger chains, many of which have that many rooms in just one hotel, let alone the whole brand. That’s not what we’re looking to be - our appeal is our intimate, boutique style which enables us to deliver on our promise of personal attention and our mission to create emotional connections with guests and staff,” Russell said.

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Couples Resorts, headquartered in Montego Bay, Jamaica, owns and operates Couples Ocho Rios, Couples Sans Souci, Couples Swept Away and Couples Negril in Jamaica, West Indies. Pioneered by the legendary Abe Issa, “the father of Jamaican Tourism,” each Couples Resort is an unsurpassed model of the all-inclusive concept, designed with local inspiration to create a harmonic sense of nature and the authentic Caribbean spirit. For more than 27 years, Couples Resorts has delighted guests by providing unparalleled service and inclusions, exceptional dining and a continuously refined all-inclusive resort Caribbean experience. For more information, call 1-800-COUPLES or visit www.couples.com.

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