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Couples Resorts Announces Plans to Build Another Resort in Jamaica
Our Newest Love Affair is with Trelawny

MONTEGO BAY, JAMAICA – August 24, 2006 – Couples Resorts has just announced plans for expansion with the addition of a fifth resort to its brand. The new resort will be situated near the multi-billion dollar Harmony Cove luxury tourism project in the parish of Trelawny, Jamaica. The 370-room Trelawny resort is estimated to be a \$57 million investment and will be built on 38-acres of land owned by Lee Issa, Couples Resorts' chairman. The construction is estimated to be completed in 2008.

“Couples has been in expansion mode for the past few years,” commented Glenn Lawrence, Couples Chief Executive Officer. “We have created a highly successful resort model, which has allowed us to grow exponentially. We started with a single resort, Couples Ocho Rios, over 28 years ago and now offer 900 rooms spread amongst four resorts. We believe that if we stick with our tried and true product - high quality, luxury, all-inclusive, couples-only resorts - we will continue in our success and keep up with the standards our clientele has come to expect from a Couples Resort.”

Couples' growth and success is evident not only in the expansion to new properties, but also within existing resorts, which include Couples Ocho Rios, Couples Negril, Couples Swept Away and the most recent addition, Couples Sans Souci. Couples Swept Away has just completed a \$15 million expansion, updates and refurbishments are ongoing at Couples Ocho Rios and there are future plans to add rooms and facilities to Couples Sans Souci.

“It's been a busy 12 months for Couples Resorts, and we are not looking to stop any time soon. We have more news up our sleeve, it's just a matter of time...stay tuned.” Lawrence remarked.

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 27 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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