



## **Robb Report's "Best of the Best" Issue Features Private Escapes Pinnacle Club!**

June 2007.

It's a tough job, but somebody's got to do it.

That's why, earlier this year, the editors and writers of the prestigious *Robb Report* undertook their annual challenge to find the "Best of the Best" among the finest travel destinations anywhere in the world. Afterward, they rated their experiences to create a shortlist of only the most outstanding companies in several categories, including Destination Clubs.



This year, for the first time, *Robb Report* representatives included the [Private Escapes Pinnacle Club](#) experience in their itinerary – and, as expected, the result was stellar! According to the *Robb Report*, all destination clubs “were evaluated based on the quality of their properties, services, and amenities.” With those criteria in mind – and after experiencing firsthand Private Escapes’ legendary reputation for personalized customer service and satisfaction – it’s no surprise that [Private Escapes Pinnacle Club](#) landed easily in the top tier of all destination clubs in the world.

A relatively new addition to the Private Escapes portfolio, the Pinnacle Club launched last fall and immediately began turning heads in an industry already familiar with Private Escapes’ excellent history.

The first Private Escapes club, Premiere, debuted back in 2003. With the motto of “Sensible Luxury,” this pioneer in destination clubs was an instant hit. In fact, customer response to that club was so strong that, in 2004, it prompted Private Escapes to inaugurate a Platinum Club for people seeking “Discerning Luxury” travel experiences. This club soon became another fan favorite, and so in late 2006 Private Escapes launched its third and most distinctive option to date: [Private Escapes Pinnacle Club](#) – a club poised for success right from the start.

“Our goal was, and remains, to present truly stunning resort residences, one after the other, in this Pinnacle collection,” says Rich Keith, CEO and founder of Private Escapes.

“It’s always rewarding to see the very high scores each of the Pinnacle homes are receiving from our club members’ visits.”

And with homes like these, who wouldn’t be impressed?



There’s the awe-inspiring, Antebellum Mansion in Charleston, South Carolina, fully restored to blend modern comfort with timeless southern hospitality. There’s the jaw-dropping New York City penthouse that delivers a front row seat to Times Square. There’s the 4600 square-foot hacienda in the sun-kissed paradise of Los Cabos, Mexico – and more! At present, [Private Escapes Pinnacle Club](#) has a half dozen

breathtaking, multi-million dollar homes in service to its members – and over 10 more multi-million dollar residences planned to be added to this collection within the next year!

And so, for the discerning folks at the *Robb Report*, firsthand experience confirmed what Private Escapes’ members already knew: [Private Escapes Pinnacle Club](#) is one of the absolute finest destination clubs available today. It’s no wonder that the *Robb Report* editors featured this upstart new club in their 2007 annual “Best of the Best” special issue, available on newsstands everywhere during the month of June.



“We are both honored and humbled to be named among the Best of the Best in destination clubs,” says Keith. “This is a testimony to the dedication and high quality work performed by everyone in the Private Escapes family, from our Interior Designers who make sure each and every home is outfitted with the utmost in comfort and luxury, to our top-flight team of Escape Planners who handle every logistical detail for our club members, to our on-site Local Hosts who deliver excellent, individualized, round-the-clock concierge service for everyone at the destination. We’ve got a good thing going here at Private Escapes - and it’s only going to get better.”

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**About Private Escapes.** Just as private country club members enjoy exclusive access to their club, Private Escapes' members enjoy access to stunning homes in the finest destinations and resorts. Our members can travel to over 60 homes worldwide, enjoy seamless pre-trip planning, and take advantage of our full service, in-residence concierge and housekeeping staff. In short, [Private Escapes Destination Clubs](#) is true luxury, waiting to serve you.

For more information, and to discover which Private Escapes club membership is right for you, please contact us at 866.536.4700 or browse our web site at

[www.PrivateEscapes.com](http://www.PrivateEscapes.com)



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