



PRIVATE ESCAPES®
destination clubs

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FOR IMMEDIATE RELEASE

A Private Cruise. On a Luxury Yacht. In the Caribbean. And It's Free?

Fort Collins, CO – February 13, 2008.

Private Escapes Destination Clubs is pleased to announce a brand new, luxury incentive program for affluent travelers who choose to join one of the three prestigious travel and leisure clubs offered by this recognized leader in the destination club industry.

“For a limited time only,” Private Escapes CEO, Richard Keith, said today, “We are offering to new members one free, weeklong cruise aboard our jewel of the Caribbean: *La Buscadora* motor yacht in the British Virgin Islands. This special experience is valued at \$25,000 and includes the full service and amenities of this historic, 80-foot yacht and her crew.”

Luxury amenities aboard *La Buscadora* include a personal gourmet chef, three resort-quality bedrooms (each with its own private bathroom), air conditioning throughout, a Jacuzzi, a formal dining salon, a lush sitting salon with a 360-degree view of the stunning Caribbean scenery, a roomy foredeck complete with enormous sunbathing cushions and pillowed chairs, a freshwater deck shower, an easily accessible swim platform and ladder, a variety of water toys (such as SCUBA gear, kayaks, water skis, and more), and even a reverse osmosis water-making system that provides an abundance of freshwater for things like ice cubes and hot showers.

Tom Porth, prominent restaurateur and Private Escapes Pinnacle Club member, recently spent the first part of February reclining on *La Buscadora's* deck – and he came back with only the highest of praise.

“I had no idea what I was in for,” Mr. Porth reported. “To say thank you is not nearly enough. [Captain] Mike, [Chef] Spencer, and [First Mate] Jerilynn are simply the best crew you could ask for. I am honestly grateful for the opportunity to experience such a beautiful part of the world from something so unique as a motor Yacht. And I'm having trouble articulating what a great time the six of us had last week. There was not one thing that could have been better. Not one.”

Mr. Keith has now promised to give – free of charge to 10 new members who join Private Escapes Destination Clubs after February 13, 2008 – an experience similar to Mr. Porth's vacation upon *La Buscadora*. “It's my way of saying thank you to affluent travelers who choose

to join one of our clubs in the coming days,” Mr. Keith said. “A new member receiving this gift may even bring up to five guests with him or her on this private, luxury cruise.”

This extraordinarily generous incentive program has never before been offered by Private Escapes, and is limited to 10 new members total. This offer may be discontinued at any time. Certain conditions and limitations do apply, so Private Escapes encourages interested travelers to contact a Membership Director for specific details. To contact a Membership Director, please call 866.536.4700 or visit www.PrivateEscapes.com.

To schedule a media interview with Richard Keith, or for additional requests regarding this press announcement, please contact Mike Nappa at: mike.nappa@privateescapes.com.

About *La Buscadora* Yacht

La Buscadora is Private Escapes’ luxury motor yacht located in the heart of the British Virgin Islands. This historic, 80-foot, floating hotel served as a guardian of America’s eastern seaboard during World War II, where she was visited by none other than President Harry Truman himself. Over the years, this princess of the Caribbean has entertained many notable guests such as director Sydney Pollack and actor Robert Redford (who even cast her in their Hollywood film, *Havana*), bestselling author Frederick Forsyth, baseball legend Sandy Koufax, fashion icon Donatella Versace, luxury travel club owner Richard Keith, and others. Completely retrofitted for modern luxury in 2000, *La Buscadora* now serves today’s affluent travelers who are looking to escape to a paradise of secret coves in the Caribbean isles, gourmet meals, air-conditioned staterooms, en suite bathrooms, island and beach day trips, snorkeling, fishing, waterskiing, kneeboarding, skurfing, tubing, SCUBA diving, kayaking, hiking, sightseeing, and so much more. For more information about *La Buscadora*, please visit www.La-Buscadora.com.

About Private Escapes Destination Clubs

Named by the prestigious *Robb Report* as one of the “best of the best” in destination clubs, Private Escapes offers you “members-only” access to nearly 60 of the finest, fully-furnished, luxuriously-appointed, architecturally-unique, private residences found in over 40 of the most desirable locations on earth. Beachfront, mountain, golf and spa, metropolitan, even a private yacht in the Caribbean – it all awaits you as a member of Private Escapes. And each membership includes your own, personal Escape Planner to handle all the logistics of your every vacation, as well as five-star concierge service to assist you personally at every destination. As Private Escapes’ member (and NFL Hall of Fame quarterback) Steve Young says, “Everything’s taken care of so that you can just *vacation* and relax... It beats what you think it’s going to be. It’s better than you thought!”

For more information, and to request a portfolio of properties, please visit www.PrivateEscapes.com.