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PRIVATE ESCAPES ANNOUNCES NEW SPACE AVAILABLE RESERVATIONS

(FORT COLLINS, COLORADO) – May 1, 2007 – Private Escapes Destination Clubs, the leading club in the industry, offering three smart, luxury travel experiences, announces the today the launch of Space Available reservations, an enhancement to the clubs' membership offering that allows greater flexibility for those members traveling last minute. Private Escapes Destination Clubs is comprised of three clubs: Private Escapes Premiere, Private Escapes Platinum and Private Escapes Pinnacle and continues to set itself apart from the competition by consistently introducing unique concepts to the market.

Space Available reservations are a new, optional type of reservation that can be made 22 days or less in advance of arrival for resort properties and 15 days or less for metropolitan properties. According to Private Escapes, if a property is vacant 22 days in advance, there is an 85 percent chance that it will remain vacant. The overall occupancy rate in 2006 was 55 percent, meaning thousands of nights went unused. Private Escapes hopes that Space Available reservations will enrich member benefits by allowing easier access for short-notice travel while increasing occupancy in the company's assets. Space Available reservations do not count against annual usage and many other property restrictions are being lifted for these short notice reservations so members can use vacant properties in any of the three clubs.

"We constantly strive to improve member benefits and make the vacation process more seamless. Space Available reservations accomplish both of these goals," said Richard Keith, president and CEO of Private Escapes Destination Clubs. "It doesn't make sense for these magnificent properties to be empty 45 percent of the time, so the best possible solution was to make it easier for members to access them on short notice."

With Space Available reservations, Individual Members can now sponsor unaccompanied guests and Corporate and Extended Family Members can use them to augment their annual usage. Nightly fees for Space Available reservations are \$500/night for Premiere homes, \$750/night for Platinum homes and \$1,000/night for Pinnacle homes.

About Private Escapes Destination Clubs

Incorporated in October 2003, Private Escapes Destination Clubs includes independently owned and operated affiliates Private Escapes Premiere, Private Escapes Platinum and Private Escapes Pinnacle. Based in Fort Collins, Colorado, each club will ultimately own up to 70 properties in 25 destinations worldwide, and plans to membership at 400 each. A 2005 study conducted by independent, third party research firm PeopleMetrics identified overall member satisfaction for Private Escapes Destination Clubs as "world class", citing 96 percent ratings in the categories of satisfaction, advocacy and retention. For more information on Private Escapes Destination Clubs, contact 866.536.4700 or visit www.privateescapes.com. For media inquiries, please contact Alana Watkins at Alana@turnerpr.com or 303.333.1402.

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