

For Immediate Release

Contact: Aubrey Gordon
aubrey@turnerpr.com
Mariana Singer
mariana@turnerpr.com
(303) 333-1402

Introducing Private Escapes

First and Only Affordable Travel Destination Club Offers Luxury Option for Avid Travelers

(Fort Collins, CO) Escape to Los Cabos. Escape to Steamboat Springs. Escape to Rome, Las Vegas, or the charming Napa Valley. Escape from the ordinary - that's the mantra of Private Escapes, the *first and only affordable travel Destination Club with entry costs under six figures*. Built by avid travelers for avid travelers, the all-new Private Escapes is now offering a ground floor opportunity to become one of the club members who will enjoy virtually unlimited use of up to 70 luxury resort properties in 25 locations worldwide, all with the finest amenities available. From quaint, mountain condos and country cottages to beachside villas, luxurious urban flats and golf course homes perched on the green, Private Escapes delivers unique travel experiences with a focus on personal service and comfort.

"Until now, Destination Clubs have been limited to the extremely affluent with entry fees starting in the hundreds of thousands," said Richard Keith, president of Private Escapes. "Private Escapes has captured the niche as the first travel Destination Club to offer an affordable alternative for Destination Club membership without sacrificing quality."

Destination Clubs are the newest concept in luxury travel, offering members virtually unlimited year-round access to a range of extraordinary properties across the globe. Private Escapes is the first and only Destination Club with luxurious properties and unmatched service for a fraction of the price of its competitors. This concept offers an alternative to the limitations, expense, and maintenance of a second home, or the prohibitively restrictive nature of timeshare and fractional ownership options. Members will enjoy all the inherent benefits of Destination Club membership with access to over 25 premiere beach, ski, golf, city and family amusement destinations. From the initial reservation phone call, members will enjoy Private Escapes' superior service to ensure that every need is met throughout the journey.

CONTINUED...

PAGE TWO...INTRODUCING PRIVATE ESCAPES

"Private Escapes is the lifestyle solution for avid travelers, families or individuals who want to travel in style without the burden of heavy restrictions," said Richard Keith, founder and president of Private Escapes. "We function like an exclusive country club aiming not for 100% occupancy, but rather on flexibility so that our members can almost always secure their desired reservation, even at short notice or during peak vacation months. Our average ratio will be less than six members per property, so members can travel where they please, when they please while enjoying our exceptional service throughout the entire experience."

Keith was formerly Chief Operations Officer of Private Retreats by Abercrombie & Kent™ and drew on his experience to develop a more affordable option. Where its competitors offer multi-million dollar properties, Private Escapes will offer its members access to its elegant and charming properties ranging between \$500,000-\$600,000, with comparable service and amenities. Private Escapes' fully refundable membership entry fee is \$75,000 and \$6,000 annually.

"Dollar for dollar, Private Escapes is the ideal conscientious choice for prolific travelers like myself who enjoy comfort, variety and service," said Brian Bartels, charter member of Private Escapes. "Private Escapes treats their members like members of an exclusive country club - the level of service is second to none. Members are even encouraged to contribute input on future escape locations."

In fact, a survey completed by Private Escapes' members showed that 100 percent gave the company "Very Good" or "Excellent" ratings. The survey gauged the quality of services and overall experience at the destination visited.

"We have hand picked each of our growing cache of properties and custom outfitted each to meet our highest standards and provide all the divine comforts of home," said Kären Siwek, co-founder and executive vice president of real estate and finance for Private Escapes. "From luxurious Stearns and Foster™ bedding and high thread count linens, to state-of-the-art appliances, electronics and five-star concierge services on-site, Private Escapes members are assured consistently outstanding amenities to make their stay as comfortable and enjoyable as possible."

CONTINUED...

What to expect

Whether skiing in Steamboat Springs, scuba diving in Los Cabos, or golfing for a long weekend in Lake Las Vegas, the Private Escapes service staff is on hand to ensure that no detail of the journey is overlooked. From the time of the initial reservation call, Private Escapes "Escape Planners" are available to handle arrangements to ensure that the member's travel experience is hassle-free and memorable. Escape Planners will think through and organize the journey from start to finish, providing a complete "Escape Planning Guide" to include travel documents, transfer and activity itineraries and contact information. Members will also enjoy access to the Private Escapes travel desk to assist with booking discounted travel. Once members have arrived at their destination, a Local Host will greet them and act as a 24-hour concierge providing insight to each location and addressing special needs. This concierge service is available throughout the duration of the member's stay ready to book restaurant reservations, tee times, babysitters, theatre tickets, or address requests any time of day.

"Affordable luxury, consistent quality and service are what sets us apart," said Ed Powers, co-founder and executive vice president of operations for Private Escapes. "Our commitment to service starts from our member's initial reservation phone call and carries through their entire journey, with five-star service enhancing each member's experience – whether it's assisting with activity plans or stocking their refrigerator before arrival."

Launched in December 2003, Private Escapes is a proven concept in luxury travel and the first and only affordable travel Destination Club. Based in Fort Collins, Colorado, Private Escapes will ultimately own up to 70 exceptional properties in 25 resort destinations around the world for the exclusive use of its members. For more information on Private Escapes, contact (866) 536-4700 or visit www.private-escapes.com.

#