

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

## **INTRODUCING *PRIVATE ESCAPES PLATINUM*:**

### **FIRST AND ONLY DESTINATION CLUB OFFERING MEMBERS RETURN ON INVESTMENT**

(FORT COLLINS, COLORADO) – **August 13, 2004** – Destination Clubs by Private Escapes announces Private Escapes Platinum LLC, the first and only luxury Destination Club to offer its members annual dividend distribution based on the performance of the company's maturing resort real estate portfolio. Members of Private Escapes Platinum will enjoy five-star service and virtually unlimited access to luxury homes averaging \$1 million in up to 70 properties in 25 resort destinations worldwide.

Based on the success of Destination Clubs by Private Escapes' first product, Private Escapes LLC, the founders shepherded the concept for Private Escapes Platinum to fill a substantial void in the marketplace with a unique product that offers dividend distribution incentive, access to million dollar homes and falls between Private Escapes' more affordable price point at \$75,000 entry and competitors that start at \$275,000 entry. Private Escapes Platinum launches today for a fully-refundable, limited time offer of \$175,000 entry, almost \$100,000 less than the closest category competitor. Members will choose from a growing cache of destinations, including the inaugural property at Kiawah Island, South Carolina, the soon-to-be added, La Buscadora, a 85-foot yacht docked in the British Virgin Islands, and numerous beach, golf, city and ski properties.

"Private Escapes Platinum will set a new standard in value and experience within the Destination Club sector," said Richard Keith, president and co-founder of Destination Clubs by Private Escapes. "With our inherent lifestyle benefits – the dividend component is icing on the cake."

Private Escapes Platinum will distribute 18 percent of the appreciation from the resort real estate holdings to members annually. Dividends will be issued in the member's option of cash, or as tax-free club credit, which may be applied to a portion of annual dues, nightly fees or activity fees. Dividends are subject to the appreciation within the real estate portfolio, where properties will be subject to an annual appraisal process. The Club is projecting year over year appreciation in the real estate portfolio to range from eight to 12 percent per year. Dividends are paid based on membership entry date.

For information on Private Escapes Platinum, contact (877) 463-0211 or visit [www.private-escapes.com](http://www.private-escapes.com).

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