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DESTINATION CLUBS BY PRIVATE ESCAPES EXPANDS NATIONALLY, OPENS NEW CHICAGO SALES CENTER

(FORT COLLINS, COLORADO) – August 16, 2004 – Destination Clubs by Private Escapes, the holding company for independently owned and operated affiliates Private Escapes Platinum and Private Escapes, recently announced the opening of its new Chicago Sales Office. Since incorporating in October 2003, and launching two revolutionary Clubs, Destination Clubs by Private Escapes has been met with remarkable sales success. Private Escapes Platinum is the first and only luxury travel club to offer its members a return on investment, while Private Escapes is the first and only Destination Club with entry fees under six figures, where most other clubs charge a quarter to half million.

“Destination Clubs by Private Escapes has expanded rapidly over the last six months, and we are finding many of our members hail from the Midwest,” said Richard Keith, co-founder and president of Destination Clubs by Private Escapes. “The new Chicago office will help Private Escapes Platinum and Private Escapes leverage the influx of members, while providing a key regional outpost for the company.”

Heading up the Chicago office is Destination Clubs by Private Escapes’ Membership Director, Jerel Keith. Keith previously served as regional vice president of the Chicago branch of Corestaff Services where he was charged with increasing market share through sales, marketing and account development. Since joining Destination Clubs by Private Escapes in December 2003, Keith has almost doubled membership and overall awareness of Private Escapes Platinum and Private Escapes throughout the Midwest region.

Since launching in January 2004, **Private Escapes** has captured the niche as the first and only Destination Club to offer an affordable alternative for membership without sacrificing quality. Private Escapes is the sole player in the category of affordable Destination Clubs with entrance fees under six figures, offering its members access to \$600,000 properties across the globe. Private Escapes’ fully refundable membership entry fee is \$75,000, with annual dues of \$6,000 for individual members, where the corporate membership entry fee is \$87,500 and \$7,000 respectively. Current destinations include The One&Only Palmilla Resort in Los Cabos, Mexico; Eagle Ridge Lodge in Steamboat Springs, Colorado; Fox Acres Country Club in Red Feather Lakes, Colorado; Trump Tower in New York City; Monte Lago Village Resort in Lake Las Vegas, Nevada;

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Incline Village in Lake Tahoe, Nevada; Night Heron Cottages in Kiawah Island, South Carolina; The Charter at Beaver Creek Resort in Beaver Creek, Colorado; and Topnotch in Stowe, Vermont.

Private Escapes Platinum, launched in August 2004, is the first and only Destination Club where members receive a return on investment through annual dividend distribution, which can be paid out as cash or as a tax-free club credit, offsetting a portion of dues, airline travel, limousines, activity fees or amenities. Following the success of Private Escapes, Private Escapes Platinum offers superior service, member benefits and amenities in homes averaging \$1 million throughout the world. The fully refundable membership deposit for Private Escapes Platinum is \$175,000, for a limited time, with \$9,500 in annual dues. The inaugural property is a home on the Cougar Point golf course in Kiawah Island, South Carolina, and the soon-to-be added, fully-staffed, La Buscadora, a 10-passenger yacht, docked in the British Virgin Islands.

About Destination Clubs by Private Escapes

Incorporated in October 2003, Destination Clubs by Private Escapes includes independently owned and operated affiliates Private Escapes Platinum LLC, the first and only travel Destination Club to pay members' dividends, and Private Escapes LLC, the first and only affordable travel Destination Club. Based in Fort Collins, Colorado, each Club will ultimately own up to 70 properties in 25 destinations worldwide, capping their membership at 400 each. For more information on Private Escapes Platinum, contact (877) 463-0211 or visit www.private-escapes.com. For more information on Private Escapes, contact (866) 536-4700 or visit www.private-escapes.com.

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