

FOR IMMEDIATE RELEASE

CONTACT: Aubrey Gordon
aubrey@turnerpr.com
Alana Watkins
alana@turnerpr.com
(303) 333-1402

FORMER NFL QUARTERBACK STEVE YOUNG JOINS PRIVATE ESCAPES DESTINATION CLUBS AS NEWEST MEMBER

(FORT COLLINS, COLORADO) – February 17, 2005 – Steve Young has found a new home away from home and is the newest member of Private Escapes Platinum! Steve and his family have joined the Colorado-based Private Escapes Destination Clubs, the holding company for destination club affiliates Private Escapes and Private Escapes Platinum. Young led an illustrious career as former NFL Quarterback for the San Francisco 49ers and Private Escapes Destination Clubs wishes to congratulate our newest member for joining another elite club, the NFL Hall of Fame, when inducted this coming August.

"My family and I were looking for a travel option that fit our needs—we're very active and love exploring new areas—Private Escapes Destination Clubs fit the bill perfectly because of its residences all over the world and stellar locations," said Young. "We debated between buying another vacation home but this option was far too limiting—my family wants to travel where they want, when they want. Private Escapes Destination Clubs has a track record of success, and I know their homes will provide locations and experiences that will create wonderful memories for my wife and my sons."

Destination clubs differ from other travel/real estate options because they provide members access to luxury resort residences around the world without the limitations of second home ownership or time constraints of timeshares. Private Escapes launched in January 2004 as the first and only destination club with entry fees under six figures, while Private Escapes Platinum launched in August 2004 as the first and only destination club to give its members upside to their investment through annual club credits.

"Obviously, Steve and his family could have joined any destination club they wished," said Richard Keith, president of Private Escapes Destination Clubs. "Their decision to join Private Escapes offers powerful testimony to the value our firm presents when compared to the others in the sector."

Young is a member of Private Escapes Platinum and will be privy to the high-end amenities and benefits of membership including Escape Planners, who take care of every detail from plane tickets and ground transportation to daily activities and restaurant reservations, and Local Hosts, who act as an on-site concierge, giving the member an insider's view of the location and taking care of their every need, including babysitters and tee times. The fully-refundable entry fee for Private Escapes Platinum is \$175,000, increasing to \$190,000 in March, and members will have virtually unlimited access ultimately to 70 properties averaging more than \$1 million in 25 destinations worldwide.

About Private Escapes Destination Clubs

Incorporated in October 2003, Private Escapes Destination Clubs includes independently owned and operated affiliates Private Escapes LLC, the first and only affordable travel Destination Club, and Private Escapes Platinum LLC, the first and only travel Destination Club with upside to the investment. 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 Destination Clubs, contact (866) 536-4700 or visit www.private-escapes.com.

###