

PRIVATE ESCAPES STRENGTHENS EXECUTIVE TEAM

(FORT COLLINS) – June, 2004 – Private Escapes, the first and only affordable travel Destination Club, has announced the addition of Joan Chatfield as sales and marketing coordinator, Eugena Bellamy and James Pippin as Escape Planners and Scott Jaxxon as senior accountant. The recently-launched Private Escapes is based in Fort Collins, Colorado, and provides its members access to more than 70 luxury destinations in 25 locations worldwide.

“Joan, Eugena, James and Scott will add great value to our team,” said Richard Keith, president and co-founder of Private Escapes. “They all are great executers who bring tremendous energy to Private Escapes – we’re thrilled to have them on board.”

Chatfield, previously an office manager for Van Hull Commercial, LLC, brings more than 10 years of experience in marketing to Private Escapes. In her new role as sales and marketing coordinator, Chatfield will be responsible for developing and executing marketing initiatives and will manage vendor relationships.

Bellamy and Pippin will serve as Escape Planners, coordinating Escape Plans for Private Escapes’ members including all facets of members’ travel arrangements from booking flights to arranging activities. Bellamy previously served as a custom tour sales manager and international liaison for ExperiencePlus! Specialty Tours, Inc. Pippin comes to Private Escapes from New Belgium Brewing Company, where he served as a guest relations coordinator.

Jaxxon brings more than 12 years accounting experience to Private Escapes. Formerly the assistant controller at The Club at Black Rock, he will work in conjunction with Private Escapes’ chief financial officer on bookkeeping as the senior accountant.