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## **PRIVATE ESCAPES DESTINATION CLUBS REACHES 100 MEMBERS AFTER FIRST YEAR, EXPANDS PORTFOLIO OF LUXURY RESORT PROPERTIES**

**(FORT COLLINS, COLORADO) – February 7, 2005** – Private Escapes Destination Clubs, which includes independently owned and operated affiliates Private Escapes and Private Escapes Platinum, announces the addition of seven new properties to its growing roster of premier global destinations. The company has realized exceptional membership growth in its inaugural year and signed up its 100<sup>th</sup> member on New Year's Eve. Since incorporating in 2003 and officially launching in early 2004, Private Escapes Destination Clubs has grown to service 100 members with a current combined cache of 20 properties. Both Clubs will ultimately provide their members exclusive access to more than 70 luxury destinations in 25 locations worldwide including beach, city, mountain, golf, family and amusement-oriented properties.

"Member satisfaction is our top priority," said Richard Keith, president of Private Escapes Destination Clubs. "Both Private Escapes and Private Escapes Platinum are responsibly maintained—not growing too big, too fast—in order to keep the focus on our member's unique travel experiences. This intimate club setting has proven widely appealing, and our acquisition of new destinations is directly correlated to the growing membership base—we'll continue to buy even more real estate over the next quarter."

### **PRIVATE ESCAPES**

Private Escapes launched in January 2004 as the first and only luxury destination club with entry fees under six figures. With property values averaging \$550,000 to \$625,000, depending upon the region, and a member to property ratio of 6:1, Private Escapes continues to maintain an intimate program, providing the five-star service for which the company is known while still growing responsibly. The company now adds properties in Dangria, Belize; Marco Island, Florida; and two residences in La Quinta, California; to its growing portfolio.

Soon to be added to Private Escapes' growing roster is an oceanfront residence at **Belizean Dreams**, an intimate enclave of nine residences located just south of Dangria. The Private Escapes residence is one of two located on the sand just steps from the water and next to an infinity swimming pool. With a PADI dive shop within 100 yards of the residence and surrounded by the jungles of the Jaguar Preserve, which contains ancient Mayan ruins, there are endless adventures waiting. Or, simply sit on the beach and catch up on your favorite reading while enjoying the two wonderful restaurants that neighbor Belizean Dreams.

The Private Escapes home at **Vista Del Sol** is perfectly placed at the southernmost tip of Marco Island, the largest of Florida's Ten Thousand Islands, and is within walking distance to several sandy beaches. The three-bedroom, two-bath condo perched on the sixth floor provides picturesque views of the Gulf of Mexico. Members have exclusive access to the ground floor pool and to the many challenging golf courses in close proximity to the destination.

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Nestled among the Santa Rosa Mountains, the two, new Private Escapes residences at **La Quinta Resort & Spa** are three-bedroom, three-bath ranch-style properties located off the 10<sup>th</sup> and 12<sup>th</sup> fairways of The Dunes Golf Course. Private Escapes members have preferred access to the luxurious La Quinta Resort & Spa, where they can lounge poolside, play tennis, enjoy spa services or dine at the many acclaimed restaurants in the community. La Quinta sits at the center of a desert mecca, offering world-class activities including golf, hiking, biking and water sports at Lake Cahuilla.

### **PRIVATE ESCAPES PLATINUM**

Private Escapes Platinum launched in August 2004 as the first and only destination club to give its members a return on their investment through annual club credit distributions, a new and unique proposition within the destination club industry. The Club's homes average \$1 to \$1.3 million, depending upon the region, with a member to property ratio of 6:1. Private Escapes Platinum now adds destinations in Los Cabos, Mexico; Beaver Creek, Colorado; Abaco Island, Bahamas; and New York City, to its cache of properties, a testament to the club's increasing membership base and new-found success as a start-up in the destination club industry.

Private Escapes Platinum's new property in the **Cabo Del Sol Golf Club** in Los Cabos, Mexico, is paradise found. The ranch-style home features ocean views, a private infinity pool, mini putting course in back, signature furnishings and native artwork. Visiting members have access to the oceanfront beach club, tournament tennis facility, village center, four luxury hotels and two championship golf courses designed by Tom Weiskopf and Jack Nicklaus.

Ski-in from the Strawberry Park lift and ski-out from the Elkhorn Lift at the Private Escapes Platinum property at **Oxford Court**, conveniently located in the heart of Beaver Creek village. With an outdoor pool, hot tub and fitness center, this mountain resort destination is perfect for the avid skier or those seeking alpine relaxation.

An exclusive 520-acre private golf and sporting retreat, **The Abaco Club at Winding Bay** in the Bahamas offers the best of tropical indulgence. With a \$65,000 private golf membership to the world's first "tropical links" championship course in addition to an Elemis Spa, spectacular deep-sea fishing, and more than two miles of double crescent beach, this is an ideal getaway for Private Escapes Platinum-style pampering and adventure.

The second property in **Trump International Hotel & Tower** owned by Private Escapes Destination Clubs, this new, larger Private Escapes Platinum residence has sweeping views of Central Park and is located in a hub of activity on Columbus Circle. The Private Escapes Platinum property features a master bedroom suite, living area and kitchen in addition to the requisite high-end amenities.

### **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](http://www.private-escapes.com).

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