



Ultimate EscapesSM Announces Luxury Travel Partnership With To Escape To

Orlando, FL (July 22, 2008)—Ultimate Escapes is pleased to announce a strategic partnership with To Escape To—a luxury excursion travel service that provides inspirational experiences to travelers. This partnership pairs one of the world’s ultimate luxury destination clubs with one of the top African luxury travel specialists.

To Escape To will not only guide Ultimate Escapes Members on incredible excursions in unique locations throughout Africa and the Indian Ocean, but it will exclusively give Members a “Complimentary Secret Envelope.” This means To Escape To will give each member that signs up for a To Escape To vacation their own sealed envelope containing personalized vouchers with a variety of surprises—such as breakfast in the African bush, personal cruises to deserted beaches, and room upgrades.

“We are in the business of delivering luxury travel experiences that are memorable and enduring,” said Jim Tousignant, President & CEO of Ultimate EscapesSM. “We offer our members distinctive experiences in beautiful locations that create a sense of awe and leave a lasting impression. Today’s luxury travel consumers are not just looking for the best homes in the best places—they are looking for one-of-a-kind travel excursions that To Escape To can provide.”

These To Escape To travel experiences include options like private 5-star hotel-style villas in Seychelles and Mauritius that are fully staffed and have gardens that spill straight onto white sand beaches or Safari bush homes in acres of game reserve in South Africa, Zambia and Kenya with private 4x4 game vehicles, rangers and chefs. To Escape To offers holidays to 13 countries throughout Africa and the Indian Ocean and their selection of properties is truly unique. Ultimate EscapesSM is the ultimate in luxury travel, and combined with To Escape To, it can now offer highly experiential, one-of-a-kind destination trips that allow members to “Experience the Vacation of a Lifetime, Every TimeSM”.

“Like Ultimate Escapes, our African & Indian Ocean adventures combine quality accommodation, attentive service and inspirational lifestyle choices,” said Ingram Casey, Director of To Escape To. “We are looking forward to extending our unique offering to Ultimate Escapes members and enabling them to experience the very best that Africa has to offer. The special extras we have organized—exclusively for Ultimate Escapes Members—is a first for us, and will really help us show off these incredible locations.”

About To Escape To:

To Escape To specializes in bespoke vacations to South Africa, Kenya, Tanzania, Zanzibar, Uganda, Rwanda, Mozambique, Botswana, Namibia, Zambia, Mauritius, Maldives and Seychelles. With first-hand knowledge of all the destinations and accommodations featured, the company has hand picked its portfolio of unique and luxury accommodations that include private villas, boutique hotels, and safari lodges, with concierge service. The concept of To Escape To evolved from the idea of providing an inspirational travel experience, not just the standard holiday in the sun. It is for people who want to see the full glory of the country they are visiting, and not the interior of a lackluster hotel room.

About Ultimate EscapesSM

Ultimate EscapesSM is the combination of two powerful brands: Ultimate Resort[®] and Private Escapes[®]. Members enjoy access to more than 140 private residences and over 130 affiliated properties in more than 150 locations worldwide. Locations range from chic urban apartments to charming beach cottages, spacious five-bedroom homes to an 80-foot private yacht. The Ultimate EscapesSM brand is about delivering memorable, luxury travel experiences to Members who place great value on spending quality time with their family and friends.

In addition to more locations than any other destination club, UE provides its Members with the most choices in membership plans: three clubs (UE Elite ClubSM, UE Signature ClubSM and UE Premiere ClubSM) and five plan levels within each club. The mission of Ultimate EscapesSM is to offer distinctive experiences in beautiful locations that create a sense of awe and create enduring memories. Boasting exclusive homes in some of the world's most exciting and enriching destinations that come with five-star concierge and travel planning services -- ranging from private chefs, to spa appointments to tee times to theater tickets and ski passes -- Ultimate EscapesSM helps its Members *Experience the Vacation of a Lifetime, Every TimeSM*. Additional information can be found at www.ultimatescapes.com.

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