



CONTACT: BrieAnn Fast
brieann@turnerpr.com
Turner Public Relations, Inc.
(303) 333-1402

ULTIMATE ESCAPES ADDS NEW DESTINATION IN FLORENCE, ITALY

*New Elite Property within the Lungarno Suites Features Views of the Ponte Vecchio,
Further Expands Club's Portfolio of Luxury Destinations*

ORLANDO – (January 12, 2010) – Ultimate Escapes, Inc. (NYSE Amex: UEI and UEI-WT), one of the world's largest destination clubs, today announced the addition of a new Elite Club residence within the Lungarno Suites in Florence, Italy. Featuring views of the historic Ponte Vecchio bridge arched over the Arno River, this acquisition further expands Ultimate Escapes' current collection of luxury properties around the world, offering members the very best selection in destinations as well as memorable experiences with loved ones.

"This spectacular Elite Club property in the Lungarno Suites in Florence helps to further round-out our international destination collection," said Jim Tousignant, CEO and president of Ultimate Escapes. "The art, culture and history of Florence make it a very special addition to our portfolio. Our members now have a place they can call home in this spectacular city."

Located on Lungarno Acciaiuoli, next to Ponte Vecchio, one of Europe's oldest bridges, the Lungarno Suites are unsurpassed in design, style, views and amenities. Lungarno Suites is dedicated to providing guests with the comforts of home without giving up the services, amenities and comforts of a luxury hotel. The Elite property features 2 bedrooms, 2 baths, and more, all within a well-designed layout. The suite's expansive windows showcase the splendors of the city creating a striking experience of incomparable light and beauty, providing magnificent views of Florence and Ponte Vecchio, as well as unforgettable sunsets.

Luxury Leisure Properties International LLC (LLPI), an international advisory and management company servicing developers and investors in luxury mixed-use hotels and resorts, helped to facilitate the relationship with Ultimate Escapes. "We are proud to offer Ultimate Escapes members access to this unique urban lifestyle resort in the heart of Florence," said Luca Franco, president of LLPI, based in Chicago. "We are always seeking ways to maximize value for our real estate assets through creative

strategies and innovative partnerships with like-minded businesses. Ultimate Escapes represents the ideal synergy.”

“Lungarno Hotels and Lungarno Suites are committed to offering visitors an experience that conveys hospitality, elegance, sensitivity and culture – values that mirror the foundation of our family business,” said Leonardo Ferragamo, chairman of Lungarno Hotels. “Ultimate Escapes’ members are an ideal fit for Lungarno Suites given their commitment to quality time with loved ones. We are thrilled to offer them these quintessential values native to our Italian character.”

As with every Ultimate Escapes experience, all conceivable comforts will be available to members. Features and services include reception service 24 hours a day, housekeeping service twice a day, concierge, laundry service, free high speed Internet, satellite TV, CD player, DVD player, A/C and more. On request services include limousine, valet parking and video conference systems. Members of Ultimate Escapes will also enjoy access to other Lungarno Hotels facilities in the heart of Florence including free use of the gym in the Continentale, invitations to exhibitions in the Gallery Hotel Art, special facilities and services at Lungarno Details Store, and special services at Borgo San Jacopo Restaurant, the Fusion Bar & Restaurant, Bar & Sky Lounge Continentale and Lounge Bar Lungarno.

About Lungarno Suites

Lungarno Suites was inaugurated in January 2002 in Florence as an exclusive project of Design residence by Lungarno Hotels, the hotel management company owned by the Ferragamo family. Lungarno Suites is part of the international network “Small Luxury Hotels of the World.” Lungarno Suites, directly facing the Arno River and the Ponte Vecchio, offers guests the sensation of having a home in Florence without giving up the services and comforts of a hotel. Forty-four suites, consisting of studio suites, one bedroom and two bedroom suites, have a contemporary personality: a smart and functional design that is the natural evolution of Hotel Lungarno’s character, the progenitor of a new hotel generation within the company. Lungarno Suites represents a diversified form of personalized hospitality within the hotel company. Along with the other projects, Lungarno Hotels seals the quality of accommodating guests that are travelling for either business or pleasure with a unique and valuable way of being in Florence and in its surroundings. Additional information can be found at www.lungarnohotels.com.

About Ultimate Escapes®

Founded in 2004, Ultimate Escapes is the largest luxury destination club as measured by number of club destinations, and the second-largest destination club as measured by number of members. Ultimate Escapes offers members flexible access to a growing collection of hundreds of multi-million dollar private residences and luxury hotels in more than 150 global club and affiliate destinations. Locations range from chic urban apartments to charming beach cottages, spacious five-bedroom homes to an 80-foot

private yacht. Each trip is coordinated by experienced, knowledgeable staff, trained to handle every vacation detail. Additional information about Ultimate Escapes and its club and membership offerings can be found at www.ultimateescapes.com.

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