



FOR IMMEDIATE RELEASE:

Azul Sensatori Hotel by Karisma Honored with First AAA Four Diamond Award

Riviera Maya's Premier Gourmet Inclusive Hotel is Recognized for Its Uncompromising Standards of Excellence Across All Categories

MIAMI (March 21, 2012) – Azul Hotels by Karisma, a premier collection of Gourmet Inclusive properties located throughout the Riviera Maya, Mexico, today announced Azul Sensatori Hotel as a recipient of the 2013 AAA Four Diamond Award. This acknowledgement by AAA as a part of its Diamond Rating Process, the industry's premier rating system, is a testament to the exceptional gourmet a la carte dining, innovative amenities, and personalized services that comprise the Gourmet Inclusive vacation experience at Azul Sensatori Hotel.

“We are thrilled that Azul Sensatori Hotel has been recognized with the AAA Four Diamond Award for the first time,” said Mandy Chomat, vice president of sales & marketing for Premier Worldwide Marketing, the worldwide representative of Azul Sensatori Hotel. “Azul Sensatori Hotel is a remarkable resort, offering unique services and amenities for families and couples. This accomplishment is a testament to the enhanced experiences afforded by the property from its 10,000-square-foot Zen-inspired Vassa Spa and Sky Wedding venue atop the roof to world-class dining at Le Chique and an expansive Azulitos Playhouse with programming by Fisher-Price and My Gym Children's Fitness Center.

The 2013 AAA Four Diamond Award, presented to Azul Sensatori Hotel, denotes that the property is upscale in all areas and that it reflects an obvious enhanced level of quality throughout – encompassed by the Gourmet Inclusive vacation experience. Azul Sensatori Hotel's accommodations are progressively more refined and stylish, in accordance with the AAA Four Diamond requirements, and include guaranteed connecting suites, in-suite Jacuzzi tubs, private swim-up suites, and rainforest showerheads.

As a part of the Gourmet Inclusive experience, Azul Sensatori Hotel offers an extensive array of lavish amenities combined with a high degree of hospitality, service, and attention to detail from champagne check-ins, full-service concierge, 24-hour room service, and beach butlers to world-class chefs, gourmet cuisine served a la carte and sommeliers who suggest perfect pairings from private label wine sections. The beachfront hotel, which is designed to foster togetherness, offers a 10,000-square-foot Zen-inspired Vassa Spa and fitness center; family-friendly programs, including Azulitos Playhouse and Teen's Corner; Le Chique, an adults-only restaurant featuring a notable eight-course “Author's Dinner”; and Beachfront Sky Massages, where guests receive their treatments in total privacy on a beautifully designed, raised palapa on the beach surrounded by nothing but ocean and air.

Azul Sensatori Hotel's commitment to meeting AAA Four Diamond standards extends to its destination wedding offerings as well; the resort offers the widest selection of packages, styles, services, décor, cuisine, and amenities in the Riviera Maya such as a wedding guest concierge, personal in-room wedding attendant for the bride, and groom's personal dressing room. Ceremony locations include Sky Weddings, a unique ceremony site where couples can say "I Do" with a view of nothing but sea and sky behind them. Packages include Free Morning Wedding, Free Sweet Wedding, Pearl Wedding, Silver Wedding, Gold Wedding, and Vow Renewal Ceremony.

Rates at Azul Sensatori Hotel begin at \$193 per person, per night including the Gourmet Inclusive experience (all gourmet meals served a la carte, premium alcoholic and non-alcoholic beverages, 24-hour room service, full service concierge, king size beach beds). Hotel reservations can be booked through a GI Vacation Consultant, or by calling 1-866-527-4762, or by visiting www.karismahotels.com.

About El Dorado Spa Resorts & Hotels and Azul Hotels by Karisma

El Dorado Spa Resorts & Hotels and Azul Hotels by Karisma are a premier hotel collection operating properties throughout the Riviera Maya, Mexico, where guests savor a Gourmet Inclusive experience that fosters togetherness. Karisma's growing portfolio is comprised of El Dorado Royale, A Spa Resort by Karisma; El Dorado Casitas Royale by Karisma; El Dorado Seaside Suites by Karisma; and El Dorado Maroma, A Beachfront Resort, by Karisma; Azul Beach Hotel by Karisma; Azul Sensatori Hotel by Karisma; and Azul Villa Carola by Karisma. Properties have been honored with the industry's top accolades including, *Conde Nast Traveler's* "Top 100 Hotels in the World," *Conde Nast Traveler's* "Gold List," Forbes' "Top 10 Most Romantic Hotels," *Travel Weekly's* "Readers Choice Awards," TUI Travel PLC's "Hotel of the Year," "Gold Medal," and "Green Medal", TripAdvisor® Traveler's Choice "Best Hotels for Romance," and AAA's "Four Diamond Award." Karisma has received worldwide recognition for its creative approach to hospitality management and product innovations including resorts with swim-up suites, Infinity balcony pools, beach butlers and cash-free transactions. Premier Worldwide Marketing is the exclusive worldwide sales and marketing representative for Karisma Hotels & Resorts. For reservations, please call 1-866-527-4762 or visit <http://www.karismahotels.com>.

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