



FOR IMMEDIATE RELEASE:

KARISMA HOTELS & RESORTS EXPANDS TO JAMAICA

Gourmet Inclusive Hotel Collection Acquires Majority and Controlling Interest Of Sandy Bay Beach Resort in Negril

(October 4, 2012) – Karisma Hotels & Resorts, a premier collection of 11 Gourmet Inclusive properties comprised of El Dorado Spa Resorts & Hotels, El Dorado Generations, and Azul Hotels and Villas by Karisma, today announced its expansion beyond the Riviera Maya, Mexico to Jamaica. Karisma Hotels & Resorts has acquired majority and controlling interest in the former Sandy Bay Beach Resort in Negril, which will now operate under the new name, Seashore Bay Beach Resort.

“We are thrilled to expand to Jamaica and add Seashore Bay Beach Resort to our portfolio,” said Mandy Chomat, vice president of sales & marketing at Premier Worldwide Marketing, exclusive representatives of Karisma Hotels & Resorts. “There is something special about Jamaica, which affords guests a warm and welcoming destination replete with rich culture, renowned cuisine and a magnificent beachfront setting. We intend on continuing the tradition of excellence upheld by the previous ownership and are extremely appreciative of the exceptional stewardship of Poinciana Resorts Ltd.”

According to Chomat, investing in Jamaica was an easy decision. “Jamaica offers a strategic geographical location, exceptional infrastructure, and a talented pool of human resources combined with an instantly recognizable worldwide brand. Our expansion to Jamaica makes good business sense and meets the demands of our valued partners who have asked us to take our Gourmet Inclusive concept to other international market for years.”

Karisma Hotels & Resorts is renowned for revolutionizing the all-inclusive category with its award-winning Gourmet Inclusive concept, featuring world-renowned chefs, sommeliers, and high-end gourmet cuisine served a la carte.

This will be the first Gourmet Inclusive resort outside of Mexico. The directors of Poinciana Resorts Ltd. were confident in the partnership with the 12 year old Karisma Hotels & Resorts after visiting each of the group's properties, saying, "The Gourmet Inclusive concept brings something unique to Jamaica. We feel that the philosophy of the management and staff at Karisma as well as their innovative approach to hospitality will be positive for Negril and Jamaica as a whole. We are excited that the resort will be elevated to a 5-star Gourmet Inclusive property."

Following a 60 day transition period, the 128-room Seashore Bay Beach Resort will operate as an all-inclusive property for couples, singles and families. It will be ready to welcome guests as of December 1, 2012. Guests will enjoy an all-inclusive experience with nine categories of rooms and suites with garden and ocean views, two pools, four specialty restaurants, a spa, various activities and entertainment, and a kid's club.

Reservations can be booked through a preferred wholesaler, or by calling 800-726-3207 (international) or 876-957-5100 (local), or by visiting www.seashorebaybeachresort.com. Rates start at \$181 per person, per night based on double occupancy, which represents a grand opening savings of 53 percent. Children ages 3- 12 years old are \$32 per night; children under three years old are free.

Chomat continued, "We are particularly excited to be in Negril, on the famous seven-mile stretch of beach, and we look forward to working with the dynamic group of staff and management at the resort."

A multi-million U.S. dollar renovation is planned for Seashore Bay Beach Resort, after which it will be rebranded an Azul Hotel, operated by Karisma Hotels & Resorts and providing couples and families with a customized five star Gourmet Inclusive vacation experience focused on the best in food and service. According to Chomat, "We are currently determining property needs to transform to our recognized Gourmet Inclusive experience."

The award-winning collection of beachfront Gourmet Inclusive properties, currently comprised of Azul Beach Hotel, Azul Sensatori Hotel, Azul Fives Hotel, Azul Villa Carola, and Azul Villa Esmeralda in the Riviera Maya, Mexico, provides gourmet a la carte meals, premium alcoholic and non-alcoholic beverages, 24-hour room service, and full service concierge.

For families, each property in the Azul Hotels collection boasts an Azulitos Playhouse, a Fisher-Price Toy Lending Library and play sessions by Fisher-Price® for children under 5 years old, My Gym Children's Fitness Center activities for kids ages 6 – 12, and Pack & Play.

Guests seeking a romantic escape at Azul Hotels will appreciate the rose petals and swan towels on the bed, in-suite Jacuzzis for two, king-size beach beds that gently swing, signature butler service, private romantic candlelight dinners on the beach, and Beachfront Sky Massages, which take place in a raised palapa on the sand overlooking nothing but the azure sea and sky.

Karisma Hotels & Resorts looks forward to a long and successful relationship with Jamaica, and eagerly anticipates introducing its respected partners and valued guests to Seashore Bay Beach Resort.

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; El Dorado Maroma, A Beachfront Resort, by Karisma; El Dorado Generations Maroma by Karisma; Azul Beach Hotel by Karisma; Azul Sensatori Hotel by Karisma; Azul Villa Carola by Karisma; and Azul Villa Esmeralda 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 + Leisure's* "SMITTY Awards," *Travel Weekly's* "Readers Choice Awards" and "Magellan 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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