

THE EXCELLENCE GROUP LAUNCHES NEW LUXURY HOTEL

LA AMADA HOTEL OPENS IN MEXICO'S LATEST RESORT DESTINATION

April 13, 2009 (Playa Mujeres, Mexico) – The Excellence Group, a luxury resort group specializing in hotel management and worldwide real estate development, announces the opening of a new Hotel in the residential community La Amada. La Amada Hotel is the fourth property from the Excellence Group, known for developing and managing 5-star luxury resorts throughout the Caribbean. La Amada Hotel, which opened on February 6, represents a new model of luxury in Excellence's portfolio and in the resort sector at large.

La Amada is located in Mexico's newest luxury resort destination, Playa Mujeres. The resort area, just 25 minutes north of Cancun International Airport and Cancun's hotel and shopping zone, spans a secluded peninsula, sitting on the Mexican Caribbean to the east, and a wetlands wildlife preserve to the west.

La Amada integrates deluxe resort accommodations and facilities into this tranquil Caribbean setting. The resort village includes a luxury hotel, low-density residential community, comprehensive spa and wellness center, and 170-slip marina. Playa Mujeres also includes a Greg Norman-designed golf course that features holes along the Caribbean and lagoon.

In contrast to the many all-inclusive resorts in greater Cancun, La Amada Hotel is a European Plan hotel, giving guests and visitors to Playa Mujeres the opportunity to sample a variety of fare from a range of restaurants. Noteworthy is Aroma, a restaurant specializing in enological cuisine—cooking with wine.

La Amada Hotel is comprised of an intimate 109 suites. All generous in size, accommodations range from beachfront casitas to the lavish, 4,475 square foot Owner's Suite. Forty percent of the suites at La Amada Hotel are equipped with their own private plunge pool, a reflection of La Amada's emphasis on wellness. At the heart of this philosophy is La Amada Spa, an enormous spa of 35,000 feet that offers Playa Mujeres visitors and residents a full range of wellness treatments, fitness equipment, and spa facilities.

In addition to La Amada, Playa Mujeres includes another Excellence Group property, Excellence Playa Mujeres. A unique twist on the all-inclusive format, Excellence Playa Mujeres is adults-only, catering primarily to couples. Open less than a year, the resort has already been highlighted by TripAdvisor® as one of the Cancun area's top five resorts.

Just to the south of Cancun, on Mexico's prestigious Riviera Maya, The Excellence Group offers

another all-adult all-inclusive resort, Excellence Riviera Cancun. This property has also been recognized with several awards, most recently, in TripAdvisor's® 2009 Travelers Choice Awards: #1 Mexico for All-Inclusive Resorts, #7 worldwide for All-Inclusive, and #6 Best for Romance in the World; and in Conde Nast Traveler, inclusion in the Top 25 Mexico Resorts 2008 Readers' Choice Awards and in the magazine's 2009 Gold List.

On the other side of the Caribbean, in Dominican Republic, lies Excellence Punta Cana, a favorite of American travelers to the region. A 10 million-dollar renovation in 2008 updated the classic colonial feel of the resort with a new fitness center and casino. Excellence Punta Cana was featured as one of the Top 10 Caribbean/Atlantic Hotels in the 2008 Conde Nast Traveler Choice Awards.

About The Excellence Group:

Excellence is a luxury resort group specializing in hotel management and worldwide real estate development, with a primary geographic presence in the Caribbean. Excellence Luxury Resorts is the result of a joint investment between Medieval Times and ETI (Explotaciones Turisticas de les Illes). Excellence Luxury Resorts is a family-owned and -operated business. Excellence owns and manages resort properties in Punta Cana, Dominican Republic; Cancun; and Playa Mujeres, Mexico, with another resort currently under development in Oyster Bay, Jamaica.

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