



**THE BELOVED HOTEL PLAYA MUJERES:
THE NEWEST VENTURE FROM EXCELLENCE GROUP**
The group rebrands its hotel in Playa Mujeres as a luxury, all-inclusive

Cancun, Mexico November 15th, 2011. - Excellence Group Luxury Hotels & Resorts, the hotel chain known worldwide for managing 5-star resorts in the Caribbean, announces the renewal of its portfolio with the creation of the Beloved Hotels brand; a new concept that combines luxury and comfort with the convenience of the 'boutique style' all-inclusive, in the perfect family-friendly setting poised for pleasure and relaxation.

Excellence has selected one of its most recognized five star resorts, La Amada Hotel, to become the first of its kind to be branded in this unique and exclusive category: Beloved Hotels. This coming winter season 2011 / 2012, the hotel group will introduce the luxurious *The Beloved Hotel Playa Mujeres* and will offer customers the opportunity to indulge in sophistication within the all-inclusive product.

"Our guests will now greatly reap the benefits from this transition, while enjoying all the amenities and services offered by the all-inclusive brand, *The Beloved Hotel Playa Mujeres*, a property that has been recognized as one of the best five star hotels in the Mexican Caribbean", said Ignacio Fernandez, Vice President of Sales and Marketing, for Excellence Group.

The Beloved Playa Mujeres is an exclusive hotel, located in an idyllic natural environment. The property lures the guest with 109 luxurious, spacious, ocean view suites, many of them featuring a plunge pool. Designed and decorated in a modern and sophisticated style, the hotel offers impeccable services to make every guest feel special and unique.

With an enormous 35,000 foot spa, a sea-side golf course, a state of the art fitness center, a unique blend of cuisines in its restaurants and a full service marina; the hotel is ready to provide guests with an unparalleled experience unlike any other.





The quality and warmth of the exclusive service offered by The Beloved Hotel Playa Mujeres has been widely recognized by various online travel sites as well as top media. AAA has awarded the property the four diamonds quality distinction rating; one of the highest possible rankings. TripAdvisor, the largest online travel community, has included the property as one of the ten best “spa & relaxation” hotels in the world and the best hotel for romance in the Caribbean and Mexico. In addition, online booking mega-sites Expedia (2011 Expedia Insider Select) and Orbitz (2010 Orbitz Award - Best in Stay) have honored The Beloved Hotel Playa Mujeres with various awards in recent years.

"The property's change to an all-inclusive format is a response to trends in the market, but at the same time, it will meet the needs of travelers by offering a more comprehensive experience and the unique service Excellence Group is recognized worldwide for," said Mr. Fernandez. "Additionally, our guests have the opportunity to enjoy a family vacation where each member satisfies their individual interests, with the convenience of the all- inclusive and the highest level of exclusivity."

The launch of the Beloved Hotels brand is part of a restructuring of Excellence Group, as the company continuously seeks to better meet the different needs and interests of its audience; always maintaining the highest industry standards that have characterized the brand in all its properties. For more information visit: www.belovedhotels.com

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 Turísticas 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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