

GRAND VELAS ALL SUITES & SPA RESORT RIVIERA MAYA

AWARDED COVETED VIRTUOSO STATUS



Riviera Maya, Mexico (March 1, 2010) – The luxury all-inclusive GrandVelas All Suites & Spa Resort Riviera Maya has been awarded the exclusive and coveted Virtuoso status for 2010. Approximately a year after opening, Grand Velas Riviera Maya was accepted as a Virtuoso Resort and premier vacation destination by the company, which specializes in the art of travel and employs more than six thousand luxury travel professionals in North and South America, the Caribbean, Australia and New Zealand.

“We are very pleased and proud to be part of Virtuoso. We have taken a very important step in receiving this prestigious recognition and we take great pride in being committed to excellence, said Fernando Garcia Rossette, General Director of Grand Velas Riviera Maya, who added that this was possible “thanks to the work, service and attitude of our employees.”

To become a Virtuoso-affiliated property, hotels are evaluated by the presence of extraordinary services and top-drawer amenities. Properties are re-evaluated each year to ensure they maintain the highest standards in service, room quality, and overall experience. As a Virtuoso-affiliated property, Grand Velas Riviera Maya offers special amenities to guests who book through their Virtuoso travel agent, which include private round trip transportation, upgrade to the next suite category (subject to availability), 20% discount on spa treatments, and welcome bottle of Tequila.

About Grand Velas All Suites & Spa Resort Riviera Maya:

Grand Velas All Suites & Spa Resort Riviera Maya represents the latest and most sophisticated iteration of the ultra-luxury, all-inclusive resort experience. Building on the success of its AAA 5-Diamond-ranked sister property in Nuevo Vallarta, this Leading Hotels of the World designated resort is the preeminent one of its class boasting 491 suites, each more than 1,000 square-feet, in three separate ambiances-- adult-only ocean-front and ocean-view Ambassador Grand Class Suites, family-friendly Ambassador Suites and Master Suites embraced by the flora and fauna of the Yucatan Peninsula’s jungle. The resort presents a gastronomic tour of the Yucatan, Europe and Asia offering seven restaurants with world-class chefs from France, Spain

and Mexico; the region's largest spa sanctuary at more-than 89,000 square-feet specializing in signature treatments inspired by ancient cultures from around the world; dedicated butler service for each guest and a 91,457 square-foot convention center ideal for business and social gatherings of all sizes, including weddings. The resort was designed by lauded Mexican architecture firm Elias and Elias and features the sleek and modish interiors that fuse the serenity of the Caribbean with the vibrancy of Yucatan cultures. The resort is 40 miles from Cancun International Airport and five minutes from Playa del Carmen. For more information on Mexico's most refined Caribbean sojourn, visit www.grandvelas.com.

About Virtuoso®

Virtuoso is the industry's leading luxury travel network. This by-invitation-only organization comprises over 300 agencies with more than 6,000 elite travel specialists in 22 countries in North and South America, the Caribbean, Australia and New Zealand, as well as over 1,000 of the world's best travel providers and premier destinations. Independent travel agencies receive sales, marketing and technology support, as well as exclusive services and products, as a result of their membership in Virtuoso. The network's member agencies generate over \$5.2 billion annually in travel sales, making the group the most powerful in the luxury travel segment. Their relationships with the finest travel companies provide the network's affluent clientele with exclusive amenities, rare experiences and privileged access. Virtuoso is the exclusive network of travel related services and benefits provided by MasterCard to World Elite® MasterCard® cardholders. For more information, please visit www.virtuoso.com.

###