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JOLLY BEACH RESORT TAPS TOURISM VETERAN P. HILARY MODESTE TO DIRECT THE RESORT'S MARKETING FUNCTION

Antigua's top resort moves into high gear with new marketing management structure

Antigua, W.I. (May 23, 2007) --- Peter Hilary Modeste has been appointed Director of Marketing at Jolly Beach Resort, Antigua. A veteran of the tourism industry, Mr. Modeste has held top positions in the public and private sectors of the tourism business in St. Lucia. After serving as Executive Vice President of the St. Lucia Hotel and Tourism Association, he went on to take up responsibilities as the country's Director of Tourism, a post that he held for nearly a decade. During his tenure as Director of Tourism of the St. Lucia Tourist Board, the nation's tourism plant developed and successfully implemented marketing strategies bringing in new business and attracting fresh airlift to the island.

Reporting directly to John V. Arrindell, Jolly Beach Resort's Managing Director, Modeste is primarily responsible for the development and execution of targeted sales and marketing strategies for the resort. "For us, at Jolly Beach, the appointment of Hilary Modeste to this newly created post, is an important step in the on-going process of evaluating and improving our total marketing management," says Arrindell. "His talent and experience in the very fluid tourism arena will indeed be extremely valuable to Jolly Beach in maintaining our lead position as one of the Caribbean's outstanding resorts."

Born in St. Lucia, Mr. Modeste completed his education with an honors degree in economics from the University of Wales, at Cardiff.

About Jolly Beach Resort

The 462-room Jolly Beach is an exceptional Caribbean experience. The resort offers great year-round value and is popular for destination weddings, honeymooners and families. All-inclusive rates include accommodations, [all taxes](#), all meals, snacks and afternoon tea, [house brand beverages](#), [non-motorized watersports](#), [activities and entertainment](#). All rooms are air-conditioned and face the ocean; each has a patio or balcony, direct-dial phone, cable TV, hair-dryer and rentable safe. Rates start at \$168.00 per person, per night based on double occupancy now through December 20, 2007. Children 3-11 years sharing a room with two adults pay \$52.00 per child, per night, and kids under 3 years old stay free at Jolly Beach all the time.

For more information and reservations call your favorite travel provider or call Jolly Beach Resort toll free at 866-905-6559 in the US and Canada or visit www.jollybeachresort.com.