



FOR IMMEDIATE RELEASE

Press Contact:

The Atrebor Group

Roberta Garzaroli/Mary Brennan

Phone: 212-764-0340

E-mail: JollyBeach@AtreborGroup.com

Antigua's All-Inclusive Jolly Beach Resort Increases Agent Commission and Launches New Booking Incentive

Bolans Village, Antigua; July 17, 2007 – Jolly Beach Resort, Antigua's best all-inclusive value, has increased the commission it pays to travel agents to 14% on all year-round bookings made directly with the resort. In addition, agents will now earn one free night for every five bookings of five nights or longer. Free nights can be redeemed from April 16-December 20, and there are no limits on the number of nights that can be earned.

“We are revamping the resort's marketing and sales program, and an important part of this initiative will be rewards for our travel agent partners supporting us in the marketplace, says P. Hilary Modeste the Director of Marketing, Worldwide for Jolly Beach Resort. This enhanced commission and incentive structure will be the mainstay in our new program that will allow us to reciprocate to agents in an increasingly competitive booking environment.”

Jolly Beach Resort has a wide appeal across market segments and is especially popular with families and for weddings; offering year-round value with all-inclusive rates starting at \$168.00 per person, per night based on double occupancy for a Standard Room now through December 20, 2007. Children 3-11 stay for \$52 per night when sharing a room with two adults, and kids under 3 years old stay free at Jolly Beach anytime. Rates include accommodations, all taxes and service charges, all meals, snacks and afternoon tea, house brand beverages, non-motorized watersports, Kidz Club, 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 safe.

For more information and to make a direct booking with Jolly Beach call the resort toll free at 1-866-905-6559 in the US and Canada.

###

Note to Editor – High definition images available on request.