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Jolly Beach Resort Announces the Appointment of a New Marketing and Sales Team

BOLAN'S VILLAGE, Antigua, W.I.; July 17, 2007 -- P. Hilary Modeste, Director of Marketing, Worldwide at Jolly Beach Resort, Antigua, heads up a new team which will manage the marketing and sales functions of the 464-room, all-inclusive resort. "In the intensely competitive field of travel marketing and sales, it is essential to have a solid team as caretaker of those functions, without which, even the best product cannot succeed. We know that in Luis Marte-Lugo and Grace's Distinctive Properties, Ltd, we have the combination we need to make Jolly Beach rise above the competition," says Mr. Modeste.

Reporting directly to Mr. Modeste is Luis Felipe Marte-Lugo, Marketing Director for USA & Canada. Mr. Lugo's focus will be on formulating marketing strategies for North America and forging links with major tour operations in the region. His responsibilities include designing and supervising the implementation of promotional programs with particular attention to groups and conventions and the organization of sales incentive programs for travel agents and the resort's reservations team. Mr. Lugo will also have hands-on responsibility for training Jolly Beach Resort's reservations staff. Fluent in four languages and with a Bachelor's Degree in Finance and a Master's Degree in Hotel Management, Mr. Lugo is a veteran of the travel and hospitality business, having held management positions at Club Med, GoGo Tours and Travel Impressions.

Grace's Distinctive Properties, Ltd., (GDP, Ltd.) has been appointed as Jolly Beach Resort's sales arm, and they will handle the day-to-day contacts with the travel trade and will represent Jolly Beach Resort at consumer and travel trade shows in the USA. In its fifth year of business, the New York-based travel sales representation firm focuses on representing resort, hotel and cruise products to tour operators, wholesalers, retail agents and to consumers. The select GDP, Ltd. team is headed by Grace Grillo, founder and President of the company. Ms. Grillo's

extensive travel industry experience ranges from retail travel to sales management positions representing several Caribbean resorts and a senior management post at Star Clipper Cruises, GDP, Ltd. also reports directly to Mr. Lugo.

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 tour operator or call Jolly Beach Resort toll free at 866-905-6559 in the US and Canada or visit www.jollybeachresort.com.

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