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AMRESORTS LEADERSHIP

CEO and President, Alejandro Zozaya-Gorostiza

Alejandro Zozaya-Gorostiza has served as president and CEO of AMResorts since its inception in 2001 and concentrates his efforts on investor and owner relations. Possessing multifaceted, strong business acumen, Zozaya has an impressive history of generating sales, increased profits, productive administration, proficient supervision and marketing creativity.

A seasoned professional, Zozaya has more than 15 years of corporate sales and marketing experience in the travel and tourism industry, specifically in the upscale Mexican resort market. Prior to joining AMResorts, he was managing director for Fiesta Americana Cancun Resort responsible for the five-star resort's sales, administration and operations. Zozaya also served as vice president of sales and marketing for Fiesta Americana Hotels & Resorts in Mexico City managing all commercial actions for one of Latin America's largest hotel consortiums. In the role as Corporate Sales Director, he was the single point of contact for the individual sales directors of all Fiesta Americana hotels in the country and responsible for the creation and implementation of the properties' marketing plans and budgets. Zozaya began his career with Fiesta Americana Hotels & Resorts as the groups and conventions director at Condesa Cancun Resort, eventually leading him to become the property's sales director. His hospitality experience also includes positions as food and beverage manager at the Crowne Plaza Hotel in Mexico City, and food and beverage manager at Berry Inns Hotels & Restaurants in London, England.

In 1998 at the age of 34, Zozaya was named one of the 100 Rising Stars in the Travel Industry Worldwide by Travel Agent Magazine. He is fluent in Spanish and English, and has a general understanding of Italian.

Executive Vice President, Gonzalo del Peón

A true travel and tourism industry expert, Executive Vice President Gonzalo del Peón brings more than two decades of sales, marketing and operational experience to AMResorts and is responsible for investor and owner relations as well the company's overall marketing and sales strategies. Del Peón originally joined AMResorts as vice president of sales and marketing and was promoted in 2003 to his current position.

Del Peón's extensive hospitality experience includes leadership positions with Grupo Posadas, one of the leading hotel companies in Latin America operating hotels in Mexico, the United States, Brazil and Argentina. While with Grupo Posadas, he made a significant contribution to the growth of the renowned company. Del Peón's dynamic set of strengths of maximizing, strategizing, analyzing, competing and achieving earned him an excellent and admirable reputation throughout the travel and tourism community and accelerated his outstanding career.

Del Peón began his professional career with Richardson Vicks in Mexico City, a large consumer goods company acquired by Procter & Gamble, working his way up to brand manager followed by the position of project manager for Equipamientos Técnicos Comerciales in Spain.

Since 1999, del Peón has served as a member of the Consejo de Promoción Turística de México (Mexico Council Marketing Committee).

Chief Financial Officer, Javier Coll

AMResorts Chief Financial Officer, Javier Coll joined the company as chief operating officer in 2002. Promoted to Chief Financial Officer in 2004, Coll is involved in analyzing and selecting resort acquisitions as well as overseeing finances, administration, new implementations and standard operating procedures for AMResorts' five brands: Zoëtry® Wellness & Spa Resorts, and Secrets, Dreams, Now and Sunscape Resorts & Spas. He also is responsible for supervising all project development and construction of new hotels for AMResorts, the fastest-growing all-inclusive resort management company in Mexico and the Caribbean.



Prior to joining AMResorts, Coll served as general deputy director of MAC Hotels based in Palma de Mallorca, Spain. He has held various leadership positions throughout his 10 years in the travel and hospitality arena including, managing director for hotels and travel agencies, controller, chief financial officer, general manager and head of the international area for the Barcelo Group in Spain. Coll began his career in 1995 as an economist, where he developed viability studies regarding the transition from traditional European-plan hotels to the all-inclusive format.

A native of Palma de Mallorca, Spain, Coll graduated from Barcelona University with a degree in economics and business administration and a master's degree in Public Funds and Tributary Procedures.

Vice President of Sales and Marketing, Kevin Wojciechowski

As Vice President of Sales and Marketing for AMResorts, Kevin Wojciechowski is responsible for worldwide contracting, global sales and marketing strategies, managing sales resources, as well as managing brand strategies and corporate policies.

With two decades of experience, Wojciechowski is a formidable force in the hospitality arena as evidenced by a path of increased revenues and highly-successful resort operations. Prior to his promotion to vice president of sales and marketing in 2006, Wojciechowski was the senior director of sales for AMResorts. His career with AMResorts also includes the position of commercial director and owner representative for Secrets Capri in Mexico where Wojciechowski had full commercial responsibility for worldwide contracting, sales, public relations and marketing, and facilitated the resort's affiliation with Preferred Hotels & Resorts Worldwide.

A former vice president of sales North America for Allegro Resorts in Miami, Wojciechowski managed the sales efforts for the company's resorts throughout the Caribbean, Mexico, Thailand, Kenya, Tunisia and Morocco. He also was based in Bad Homburg, Germany, for Allegro as the company's vice president of sales and marketing for Europe, the Middle East and Asia. In addition, Wojciechowski held leadership positions with Interpacific (Pacific Islands Club) in Thailand and Micronesia with corporate responsibilities ranging from conceiving, developing and opening a luxury, all-inclusive resort to leading an executive taskforce in the development and expansion of a water park/sports/entertainment complex. His extensive experience also includes implementing sales and marketing strategies for Hilton International Caribbean resorts, Marriott Offshore Resorts, Occidental Hotels & Resorts, The Pearson Group and Hyatt Hotels & Resorts of Florida. Wojciechowski began his hospitality career with Club Méditerranée in the U.S., Caribbean, Mexico, Europe and Africa.

ABOUT AMRESORTS

AMResorts (www.amresorts.com) provides strategy, sales, marketing and brand management services to five brands of exclusive resort properties in Mexico, the Dominican Republic and Jamaica. Many of the resorts have garnered industry-leading awards for service, cleanliness, guest satisfaction, top destination, and most romantic, among others. All told, it's nearly one decade that is testament to the vision of AMResorts and its employees throughout North and Latin America.

ABOUT ZOËTRY® WELLNESS & SPA RESORTS

Zoëtry® Wellness & Spa Resorts represents a superior level of luxury characterized by unequalled romantic, holistic and dining experiences, along with world renown, championship-caliber golf. The name Zoëtry®, a combination of the Greek words meaning "life" and "art form," confirm the evocative qualities inherent to the brand, *The Art of Life*®. Offering the utmost attention to detail, Zoëtry® Wellness & Spa Resorts boast impressive beachfront suites with thoughtful design, generous creature comforts and amazing views. Zoëtry® blends socially responsible practices, expressive architecture and exceptional service in three enriching environments. To find more details on the ultra-exclusive Zoëtry® Wellness & Spa Resorts, click to www.zoetryresorts.com or call 1.888.4Zoëtry.

ABOUT SECRETS & DREAMS RESORTS & SPAS

Secrets and Dreams Resorts & Spas, members of Preferred Hotels & Resorts Worldwide, offer adults an extra measure of romance and sensuality (and plenty to do for children) in exquisite settings. Guests can immerse themselves in *Unlimited-Luxury*®, where everything is included: Elegantly appointed suites with 24-hour room and concierge services; multiple restaurants and lounges serving gourmet food and premium beverages; endless day and evening activities, wonderful full-service spas, and much more. To discover more about the adults-only Secrets Resorts & Spas click to www.secretsresorts.com or call 1.866.GOSECRETS, and to plan a luxurious trip to Dreams Resorts & Spas, click to www.dreamsresorts.com or call 1.866.2DREAMS.



ABOUT NOW RESORTS & SPAS

Now Resorts & Spas offer guests a setting where style and sophistication meet relaxation and comfort. Guests discover cozy, oversized suites with such creature comforts as Jacuzzi tub for two, marble floors, waterfall shower, plush bathrobes and slippers, and jaw-dropping views of the Caribbean. Add in seven gourmet reservation-free restaurants, five stylish bars and lounges, the outstanding and bountiful services of a rejuvenating spa, championship-caliber golf, and breathtaking scenery, featuring AMResorts signature *Unlimited-Luxury*[®]. Uncover the pleasures of this hip yet understated getaway in secluded romantic locales, where a wonderful blend of play and peace and quiet awaits. Plan everything, including a magical wedding, honeymoon, anniversary and spa package at www.nowresorts.com or call 1-877-NOW-9953.

ABOUT SUNSCAPE RESORTS & SPAS

Sunscape Resorts & Spas offer families, friends and singles lively, fun-filled vacations in spectacular locations. Escape to *Unlimited-Fun*[®] where everything is included. Enjoy spacious rooms and suites with private terraces and fabulous views, an array of specialty themed dining options and bars serving premium domestic and international beverages, the Explorer's Club for Kids and endless day and evening activities. For additional information, please visit or call www.sunscaperesorts.com; 1.866.SUNSCAPE.

Images, logos, and informational material about all of AMResorts brands and properties are available at www.amresorts.com/media.