



MEDIA CONTACT:

rbb Public Relations

Maite Velez-Couto

(o) 305.448.1923 / (c) 305.968.5598

maite.velez-couto@rbbpr.com

'FALL IN LOVE WITH AMRESORTS' OFFERS TRAVELERS SPECIAL DISCOUNTS AND FREEBIES THIS FALL

Limited-time offer includes 30% off travel, up to \$400 in coupons, kids stay free, complimentary green fees and Unlimited Connectivity; Travel agents receive bonus commission

PHILADELPHIA, PA (September 5, 2013) – AMResorts is rewarding its guests and travel agents this fall with the all new “Fall in Love with AMResorts” promotion. The added-value promotion is valid for bookings and stays from September 1 to December 22, 2013, at a choice of participating resorts throughout Mexico and the Caribbean. Award-winning brand choices include: Zoetry Wellness & Spa Resorts and Secrets, Breathless, Dreams, Now and Sunscape Resorts & Spas.

Consumer Offer

Participating resorts offer guests the exciting perks of *Endless Privileges*®, *Unlimited-Luxury*® or *Unlimited-Fun*®, where everything is included. Guests can simply select the “Fall in Love” Best Available Rate upon booking to enjoy the special discounts and perks including:

- **30% off travel**
- **Up to \$400 in resort coupons** for use towards fine wine, romantic dining and spa treatments (amount starts at \$200 and is based on room category booked)
- **Kids stay free*** at the family-friendly Dreams Resorts & Spas, Now Resorts & Spas and Sunscape Resorts & Spas
- Complimentary Green Fees*
- **Booking Window:** September 1 – December 22, 2013
- **Travel Window:** September 1 – December 22, 2013

Additionally, guests at select resorts can get free WiFi and free calling with **Unlimited Connectivity***. When guests download each resort’s brand mobile app, they can stay connected and communicate with family and friends back home, without international roaming charges, fees or service upgrades.

To celebrate the launch of the promotion, AMResorts is hosting the “Shake and Win” game on each of the participating resorts’ Facebook pages, which is themed after the fall campaign. In the game, three coconuts will fall out of a palm tree, and the player will choose one of them. Players have the chance to instantly win a 3-night stay for two at the brand resort of their choice if they choose the winning coconut. Social media users can follow the action across Facebook, Twitter and Pinterest using the hashtag #FallInLove.

*Applicable at select resorts.

Agent Incentive

In line with AMResorts’ commitment to the travel agent community to offer more cash incentives, agents will earn a \$25 bonus commission for every minimum 3-night stay booked with the promotion. Details are available at AMRAgents.com.

For more information about Fall in Love, participating resorts and to book, visit ZoetryResorts.com, SecretsResorts.com, BreathlessResorts.com, DreamsResorts.com, NowResorts.com and SunscapeResorts.com.



ABOUT AMRESORTS

AMResorts is the provider of sales, marketing and brand management services to six individually unique concept resort brands with 32 properties throughout Mexico, Jamaica, Curaçao and the Dominican Republic, where everything is included: luxurious and boutique Zoëtry® Wellness & Spa Resorts (www.zoetryresorts.com; 1-888-4-ZOËTRY); adults-only Secrets® Resorts & Spas (www.secretsresorts.com; 1-866-GO SECRETS); family friendly Dreams® Resorts & Spas (www.dreamsresorts.com; 1-866-2-DREAMS); vibrant Now® Resorts & Spas (www.nowresorts.com; 1-877-NOW-9953) and fun-filled Sunscape® Resorts & Spas (www.sunscaperesorts.com; 1-866-SUNSCAPE), and recently launched Breathless Resorts & Spas.

AAA Five Diamond designated Zoëtry Paraiso de la Bonita Riviera Maya and Secrets Marquis Los Cabos are members of Leading Hotels of the World.

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