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AMRESORTS NAMES HOSPITALITY INDUSTRY VETERAN, GABRIEL FELIP, NEW COO

Company Strengthens Executive Leadership to Support Rapid Growth and Expansion Plans

PHILADELPHIA (April 30, 2013) — AMResorts appointed travel industry veteran Gabriel Felip as its new COO. He was brought in to support the company's increasingly rapid growth, which includes new brand introductions; and more resorts and destinations.

In this role, Felip will be responsible for streamlining operations across AMResorts' three destination markets: the Caribbean, Mexico Caribbean and Pacific Coast. In addition, he will oversee all corporate positions that support the company's properties daily operations. AMResorts' currently has 32 resorts under six brands in 11 destinations throughout Mexico, Jamaica, Curacao and the Dominican Republic.

"AMResorts has grown incredibly fast in the last few years, and the recent Bain Capital investment will only accelerate the speed of the company's expansion," said Gonzalo del Peon, President of AMResorts. "The executive team is taking proactive steps to streamline all processes and procedures and increase efficiencies. Investing in key players like Gabriel, who not only share our vision and business goals, but also bring tremendous experience and insights, will contribute to our mission to strategically grow the AMResorts business."

Based out of Cancun, Felip brings more than 30 years of hospitality and tourism experience. Prior to joining AMResorts, he served as Managing Director and COO of Bahia Principe Hotels & Resorts, where he was directly responsible for the operations of 24 hotels throughout the Caribbean and Spain. Previously, Felip was President and COO of Occidental Hotels & Resorts worldwide. He is a graduate of the University of Barcelona with a degree in business management and administration, and a master's degree in banking and computers.

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.