



MEDIA CONTACT:

rbb Public Relations

Maite Velez-Couto

(o) 305.448.1923 / (c) 305.968.5598

maite.velez-couto@rbbpr.com

AMRESORTS' ANNUAL "FREE FALL" PROMOTION IS BACK

More Opportunities to Win Cash Bonuses, Free Nights and Other Incentives

PHILADELPHIA, PA (June 27, 2013) – AMResorts' "Free Fall" promotion is back with more opportunities for travel agents to win cash bonuses on bookings through the end of July. Consumers also will enjoy a host of benefits when booking fall 2013 travel early including free nights, free kids stays and resort coupons.

"AMResorts' year-round promotions will continue to focus on adding value to each stay and help agents make the sale," said Colette Baruth, Vice President of Sales & Marketing for AMResorts. "We want to recognize their success and loyalty to our brands with more cash and incentives."

Agent Incentive:

Agents who register their qualifying bookings at AMResorts' five brands - Zoëtry Wellness & Spa Resorts, Secrets, Dreams, Now and Sunscape Resorts & Spas - will receive \$25 in bonus commission for every (minimum) 3-night booking.

To qualify, agents must register their bookings between June 1, 2013 and July 31, 2013 on AMRAgents.com for travel between August 24 and December 22, 2013.

Consumer Offer:

Travelers who book between June 1 and July 31, 2013 for travel between August 24 and December 22, 2013, will enjoy the following offers and savings at all Zoëtry Wellness & Spa Resorts, and Secrets, Dreams, Now and Sunscape Resorts & Spas:

- Free nights: Guests will enjoy every third night free
- "Kids Stay Free": Up to two children can stay free with the purchase of accommodations for two paying adults at Dreams, Now and Sunscape Resorts & Spas
- Coupons: Up to \$400 in resort coupons for use towards fine wine, romantic dining and spa treatments

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.sunscaперesorts.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.

