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AMRESORTS RECEIVES RAINFOREST ALLIANCE 2013 SUSTAINABLE STANDARD-SETTER AWARD

AMResorts' commitment to sustainable tourism remains a priority as the company rapidly grows

PHILADELPHIA (June 5, 2013) — AMResorts was recognized by leading environmental organization, the Rainforest Alliance, with the 2013 Sustainable Standard-Setter Award for its commitment to sustainable tourism. Alex Zozaya, CEO of Apple Leisure Group, accepted the honor at the Rainforest Alliance Gala held in May in New York City.

As a result of the company's ongoing efforts, all AMResorts' Mexico properties have also been Rainforest Alliance Verified™. Since launching in 2001, responsible travel has been a priority and an ongoing focus when it comes to AMResorts' standard operating procedures, resort programs, guest involvement and education. Its efforts take on many forms and range far beyond the daily green practices of the resorts.

"Responsible, sustainable travel is a fundamental element of AMResorts' business, and it is now more important than ever as we continue to rapidly grow," said Gonzalo del Peon, President of AMResorts. "This recognition reinvigorates our commitment to run as efficiently as possible."

Over the past 11 years, the company has implemented several sustainable initiatives including a number of wildlife conservation programs and enterprises designed to benefit local communities. For example, Dreams Puerto Vallarta Resort & Spa has released more than 300,000 baby turtles through its Dreaming of Freedom habitat protection program; Dreams Puerto Aventuras Resort & Spa sells jams and honey produced by the neighboring Mayan community in the gift shop; Dreams Tulum Resort & Spa cultivates entrepreneurialism among its staff by inviting employees to start their own on-site businesses, including a car wash, barber shop and convenience store. Additionally, several resorts are part of Amigos de Sian Ka'an, an organization dedicated to the sustainability and conservation of the local communities in the Sian Ka'an biosphere throughout Quintana Roo.

"We thank our partners, guests and employees for their support and involvement. We will continue to strive to reduce our environmental impact while still providing the highest level of luxury. It is our responsibility," concluded Del Peon.

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.sunscapecorresorts.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.

