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SECRETS MAROMA BEACH RIVIERA CANCUN RECEIVES COVETED AAA FIVE DIAMOND AWARD

AMResorts Redefines Luxury All-Inclusive Segment with Second AAA Five Diamond Property

PHILADELPHIA (June 18, 2013) — Secrets Maroma Beach Riviera Cancun has been named a recipient of the 2014 AAA Five Diamond Award. The property is one of only two adults-only, all-inclusive resorts to hold this honor. Part of the *Unlimited-Luxury*®, adults-only **Secrets Resorts & Spas** portfolio, Secrets Maroma Beach is the first hotel in the brand to receive the important recognition which is awarded to fewer than one-half percent of the nearly 31,000 properties inspected by AAA.

Secrets Maroma Beach joins AMResorts Zoëtry Paraiso de la Bonita Riviera Maya in receiving the prestigious designation.

“Having another AMResorts property recognized with a AAA Five Diamond Award demonstrates our commitment to a true luxury vacation experience,” said Gonzalo del Peon, president, AMResorts. “We place a strong emphasis on exceeding guests’ expectations across our brands from the moment they arrive.”

This award celebrates AMResorts’ best practices culture and the company’s position as the leader in the luxury all-inclusive market. AMResorts strives to break the mold of the traditional all-inclusive by consistently reviewing its guest offerings and service delivery to meet the evolving expectations of the luxury traveler.

Secrets Maroma Beach Riviera Cancun is tucked away on secluded Maroma Beach, voted the World’s Best Beach by the Travel Channel. This *Unlimited-Luxury*® haven provides opulence to the most discerning traveler. Suites featuring inspiring views of the expansive gardens or the crystal-clear Caribbean offer four-post canopy king size beds, private and furnished terraces with plunge tubs, full Italian marble bathrooms with jetted whirlpool baths, daily refreshed mini-bars, and 24-hour room and concierge services. The property also features a rich variety of day and nighttime activities, seven gourmet à la carte restaurants, and a world-class Secrets Spa by Pevonia.

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.

ABOUT AAA INSPECTIONS



AAA is the only rating system that conducts on-site professional evaluations guided by member priorities. And, with more properties than any other rating entity, AAA is the only rating system that covers the U.S., Canada, Mexico and the Caribbean. For 77 years AAA has used professional inspectors to conduct in-person property inspections and publish the results, on a system of One to Five Diamonds, to guide member travel decisions.

Diamond Rated hotels and restaurants are listed in AAA trip planning products: the eTourBook® guides and AAA Mobile® app for tablets and smartphones, the TripTik® Travel Planner and Travel Guides on AAA.com, and AAA TourBook® guides available at AAA/CAA offices. Travelers can learn about AAA inspections and Diamond Ratings at AAA.com/Diamonds.