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**ORCHID RESORTS & ESCAPES ADDS AFRICAN AND EUROPEAN PROPERTIES
TO PORTFOLIO AND LAUNCHES ESTEEMED CREATIVE ADVISORY BOARD**

New York, NY, June 18, 2010 - Orchid Resorts & Escapes, a premier sales representation company with a portfolio of whimsical, refreshing and extraordinary four- and five-star hotels and resorts around the globe, announces today new additions to the brand, bringing a total 200% growth to the company over the last year.

In addition, an esteemed creative advisory board joins the Orchid team with renowned experts from the worlds of luxury travel, wine, food, lifestyle, finance, fashion, and real estate.

Representing some of the finest properties in the United States, Pacific Islands and the Caribbean, Orchid has now expanded this dynamic list and added properties in Africa, Germany, Italy and the UK.

Joining the Orchid brand is the grand five-star Villa Feltrinelli, a Venetian palazzo along the shores of Lake Garda in northern Italy, Nairobi's new boutique hotel, Tribe, and the entire Soho House collection of private clubs and luxury hotels in New York, London, Berlin, and the newest property in Miami, opening this fall.

"I am delighted to announce our partnerships with these fabulous clients, as well as our brand new advisory board, with members from every corner of the luxury travel and lifestyle industries," says Stacy Dreyfus, founder of Orchid Resorts & Escapes. "With the board's added expertise and creative ideas, Orchid's clients will continue to benefit in new ways for years to come."

Prior to launching Orchid Resorts & Escapes, Ms. Dreyfus was the director of sales & marketing at Hotel Gansevoort in Manhattan and has also worked with Le Parker Meridien and Ian Schrager Hotels. She founded the company three years ago as a way to provide highly tailored and personalized marketing, sales and consulting services to a select group of premier travel experiences. Orchid Resorts & Escapes is headquartered in New York City with offices in Chicago, San Francisco and Denver.

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With the growing list of dynamic clients, Orchid's new advisory board will help forecast national and international travel trends, and help to create guest programs, amenities, special offers and exclusive deals available only through Orchid Resorts & Escapes.

The new board members include:

- **Mr. Paul Jowdy**, Publisher & Vice President of **Bon Appetit**
- **Ms. Christine Magda**, Partner & Founder of **Area Daily**, an online luxury travel resource
- **Mr. Michael Polenske**, Proprietor, Curator, & Founder of **Blackbird Vineyards, Ma(i)sonry Napa Valley & I.Wolk Gallery** in St. Helena
- **Mr. Peter Carideo**, President of **CRC Travel**, an agency specializing in luxury custom travel
- **Ms. Stacy Small**, President & Founder of **Elite Travel International**
- **Mr. Tony Abrams**, President & CEO of **Four Hundred**, a lifestyle management firm
- **Ms. Barbara Gallay**, President of **Frosch Travel-New York**
- **Ms. Erica Frontiero**, Senior Vice President, Capital Markets, **GE Capital**, the financial services unit of **General Electric**
- **Mr. Eric Goldstein**, President, Founder, & CEO of **Jean Shop**, worldwide denim experts
- **Mr. Paul Metselaar**, Chairman & CEO of **Ovation Travel Group**, a travel management company focusing on business and luxury vacation travel.
- **Ms. Kimberly Richmond**, Director of Corporate Outreach for **Saks Fifth Avenue**
- **Mr. Michael Holtz**, Founder & President of **Smartflyer**, a full-service travel agency
- **Ms. Martha Gaughen**, Co-Owner & Vice President of **Sterling Brownell**, a top travel consultancy
- **Mr. Scott Feldman**, President & CEO of **Two Twelve**, a brand management & marketing company
- **Mr. Leonard E. Burnett, Jr.**, Co-CEO & Group Publisher for the **Uptown Media Group & Vibe Media**, with several growing major magazines
- **Mr. Paul Cohen**, President of Partner Concepts, a full-service travel marketing firm

Orchid Resorts & Escapes are whimsical, refreshing and extraordinary properties and destinations that ultimately create a unique place for a romantic hideaway, a corporate meeting, a special gathering, a refuge, an executive retreat or simply a place to breathe and relax.

For more information on Orchid Resorts & Escapes and the entire collection, please visit www.orchidworldwide.com, e-mail reservations@orchidworldwide.com or call 646-861-1658.