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FOR IMMEDIATE RELEASE

ASHEVILLE, NC

The [Festiva Adventure Club](#) recently launched a Loyalty Program for select members that offers more services, amenities and flexibility to both new and existing members who have purchased higher levels of annual points.

Members who qualify for this program can take advantage of accommodations upgrades, early check-in, late check-out, a priority phone line, priority reservation windows and more. The Loyalty Program also offers special vacationing opportunities throughout the year to certain resorts within the Festiva Adventure Club family and Exclusive Escapes to properties worldwide that are outside of Festiva's network of resorts.

"We have launched this new program because we are committed to providing superior products and service, said Don Clayton, Chief Executive Officer. We hope that these new benefits and amenities will enhance the vacation experience so that our members can enjoy much-needed time away from their everyday lives to create memories of a lifetime with their families."

Festiva Hospitality Group launched its Adventure Club in 2006 and now has more than 18,000 members. The flexibility of this points-based vacation club provides all members with additional benefits over traditional timeshare ownership. Members can use their points to travel to 27 different resorts during any time of year and can vacation for three or four night stays as an alternative to the typical seven-night stay.

Festiva Adventure Club members also have the option to exchange their points for vacations at any of Interval International's thousands of affiliate resorts. The possibilities are endless for Adventure Club members, and now some members are entitled to even more benefits and amenities through the Loyalty Program.

Based in Asheville, N.C., Festiva Hospitality Group manages and operates a dynamic collection of hotels and resorts in some of the most sought-after destinations throughout the U.S. and Caribbean. Festiva has made a commitment to employees and members to constantly improve its products and services while preserving the family-oriented atmosphere upon which the company is based.