



PRESS INFORMATION

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REDISCOVER THE JOYS OF MEXICO WITH LUXE WORLDWIDE HOTELS *Enjoy Twelve Terrific Deals Starting From Just \$72 Per Night*

Los Angeles, CA (July 8, 2009) — With the US travel advisory lifted in May, many travelers are looking again to Mexico as a destination with much to offer—easy access from the US, numerous archeological and historical sites, beautiful beaches with water sports galore and right now some exceptional values. Luxe Worldwide Hotels invites travelers to get acquainted with or re-discover Mexico with twelve terrific promotions at their member hotels throughout the country.

Now is the perfect time to plan a trip to Mexico. Whether it's a relaxing vacation, spa getaway, honeymoon or corporate retreat they're looking for, visitors can enjoy special promotional rates at Luxe Worldwide Hotels located in the Riviera Maya and the Yucatan Peninsula close to the extraordinary Mayan ruins of Chichén Itzá and Tulum, and the Sian Ka'an Biosphere Reserve; Playa Del Carmen with its shopping, restaurants and nightlife; Mexico City with its many museums, palaces, and historical city center; Guanajuato and Morelia with its charming colonial architecture and cobblestoned streets.

Enjoy these Great Promotions in Mexico from Luxe Worldwide Hotels:

Blue Tulum Resort & Spa – Tulum

A luxurious 5-star oasis nestled amidst lush tropical blossoms and palm trees on a white sand beach just five minutes south of Tulum and within walking distance from Tulum's ancient Mayan Pyramids.



The DEAL: "Free Car Promo" - Includes rental car (economy category) for entire stay (minimum 3 nights). Rates starting at USD \$240.00. Valid through December 22, 2009.

Las Villas Akumal – Akumal



Las Vilas Akumal's simple architecture and open spaces showcase the natural beauty of its incredible setting amidst a pristine white sand beach and lush tropical gardens. The hotel's comfortable and tranquil one-, two- and three-bedroom beachfront villas are adorned with Mayan and Mexican art and offer gorgeous views.

The DEAL: "SimplyLUXE Affordable Getaways" rates starting at USD \$129.00. Taxes additional. Valid through January 2, 2011.

Gran Real Yucatan - Merida

Originally a beautiful baroque-style 19th-century home, the Gran Real Yucatan was meticulously restored to retain its architectural elements and offer the modern amenities of a 5-star hotel. The hotel is conveniently located in the heart of Merida's historic center with its classic colonial buildings, museums and artisan shops.



The DEAL: *“SimplyLUXE Affordable Getaway s”* rates starting at USD \$80.00. Includes complimentary Internet access. Valid through December 26, 2009.

Ecotel Quinta Regia – Valladolid



Located in the heart of the Yucatan Peninsula and built inside a beautiful old Mexican quinta estate surrounded by fruit trees and lush vegetation, the 4-Star Ecotel Quinta Regia is the ideal place to stay when exploring the nearby Mayan archaeological sites of Chichen Itza, Ek Balam and the Cenote (natural well) Dzitnup.

The DEAL: *“SimplyLUXE Affordable Getaways”* rates starting at USD \$77.00 , include WiFi Internet access. Taxes Additional. Valid through December 24, 2009.

Hotel Las Golondrinas - Playa Del Carmen

This charming and intimate Mexican style hotel offers 51 spacious guestrooms and suites decorated in typical Mexican colonial style with hand painted tiles, rustic wooden furniture. Located in the Mayan Riviera in the picturesque beach town of Playa del Carmen, Las Golondrinas is a few blocks from the beautiful powdery sand beaches and the crystal clear turquoise waters of the Caribbean Sea and the ancient Mayan ruins are just a short trip away.



THE DEAL: *“SimplyLUXE Affordable Getaways”* - Get up to 10% Off on all room categories, includes complimentary Continental Breakfast, WiFi and Beach Club access. All rates are plus tax. Valid through December 19, 2009.

Casa de Ticul – Playa Del Carmen



Exclusively for adults, the 20-room Casa de Ticul is a peaceful and exclusive hideaway where tradition and modernity merge. Hotel Casa de Ticul is located on the famous 5th Avenue only a few steps away from restaurants, boutiques and “Mamitas,” the best beach in Playa del Carmen

THE DEAL: *“SimplyLUXE Affordable Getaways”* rates starting at USD \$95.00. Include Continental Breakfast and WiFi Internet access. Rate based on double occupancy. Taxes additional. Valid through January 4, 2011.

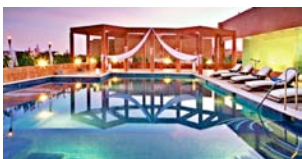
Hotel Petit Lafitte - Playa Del Carmen

With a secluded beach and quiet relaxing atmosphere, Hotel Petit Lafitte is a hidden treasure for its many clients who return year after year to what they consider their vacation home, as well a picturesque setting for intimate beach weddings. The charming seaside resort, set against a backdrop of the beautiful turquoise waters of the Caribbean Sea, features 30 poolside guestrooms and 25 beach bungalows.



THE DEAL: *“SimplyLUXE Affordable Getaways”* - Receive up to 15% Discount with rates starting at USD \$153.00. Includes Breakfast and Dinner and WiFi Internet. Taxes included. Valid through December 18, 2009.

Hacienda Vista Real - Playa Del Carmen



Located in the beautiful golf course development of Playacar, in the heart of the Mayan Riviera, Hacienda Vista Real’s 75 luxurious villas offer tranquility, comfort and incomparable views. Guest amenities include access to The Golf Club and the Private Beach Club. Wedding facilities are available.

The DEAL: *“Super Saver Promo ”* rates starting at USD \$100.00 and 20% Discount on all Spa services and Greens fee at Playacar Golf Course. Valid through January 5, 2011.

Hotel Quinta Las Acacias – Guanajuato

Built in the 19th century, Quinta Las Acacias combines a luxury French-style with beautiful Mexican touches to provide an elegant environment where guests can relax in gorgeous suites offering living rooms, terraces and access to breathtaking gardens.



The DEAL: Enjoy **“50% Off on Weekdays”** with rates starting at USD \$93.00. Includes Breakfast. Taxes Additional. Valid through July 16, 2009.

“SimplyLUXE Advance Saver” - Book 15 days in advance and get 30% Off Rack Rates; Starting at USD \$130.00. Includes Breakfast. Taxes Additional. Valid July 17-September 30, 2009.

Villa San Jose Hotel & Suites – Morelia, Michoacan

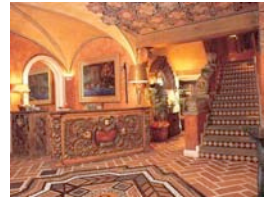


Enjoy the natural surroundings of Morelia, perched high above the city at the Villa San Jose, where each guest room is uniquely decorated with original Michoacan works of art and offers impressive city views.

The DEAL: **“Hot Promotional Rates”** starting at USD \$72.00. Valid beyond December 31, 2009.

Casa Vieja – Mexico City

Once a private residence, this luxury 10-suite boutique hotel in the exclusive Polanco district of Mexico City is now considered the most unique boutique property in the city. An extensive collection of master craftsmanship, antiques and Mexican paintings and sculpture is displayed throughout the hotel to create an enchanting retreat.



The DEAL: **“Super Hot Promo Rates”** starting at \$175.00. Includes American breakfast, coffee and juice, wake-up service and newspaper, free WiFi & 10% off on Food and Beverage. Taxes additional. Valid through September 30, 2009.

Hotel Casa Blanca – Mexico City



This 5-star hotel in the heart of Mexico City has earned a reputation for its culinary excellence, superb service and warm hospitality. Its location is just steps from the historic downtown district, the Zona Rosa, museums, monuments, the Reforma, Juarez and Insurgentes Avenues.

The DEAL: **“Special Business Promo Rates”** starting at USD \$100.00, for double occupancy. Includes WiFi Internet Access. Taxes Additional. Valid through December 31, 2009.

Special promotion rates are subject to availability. Reservations can be made on the Luxe Worldwide Hotel website at www.luxehotels.com or by calling 1-866-LUXE-411. Travel agents can find these promotional offers with GDS Code: LE for each hotel.

ABOUT LUXE WORLDWIDE HOTELS

Luxe Worldwide Hotels features an impressive portfolio of over 200 independently owned and operated, award-winning hotels in the best locations around the globe. The properties include such esteemed hotels as Canyon Ranch Tucson, Canyon Ranch Lenox, Palms Place Hotel & Spa in Las Vegas and Waterford Castle in Waterford, Ireland. Every member of Luxe Worldwide Hotel offers guests an individual sense of style and an attention to detail that goes way beyond pure utility-- some are luxurious, some exotic, some eccentric. Each hotel is as individual as the hotelier who owns and manages it, but all share a commitment to exceed and anticipate a guest's needs and pamper them completely. At Luxe Worldwide Hotels, it's not just about the luxurious surroundings, it's about how we make a guest feel while in residence.