



THE VILLA GROUP SELECTS HOSPITALITY SPECIALIST SCHINDLER MARKETING GROUP Agency Tapped for Marketing, Advertising and Public Relations Services

(San Diego, CA) September 19, 2006 – Schindler Marketing Group, a brand development and marketing firm specializing in the hospitality and tourism industry, today announced that it has been named agency of record for The Villa Group. A resort development, real estate and management company with hotels and resorts in Cabo San Lucas, Puerto Vallarta, Nuevo Vallarta and the Sierra Madre Mountain range, The Villa Group features a portfolio of seven properties with an eighth set to open in December 2006.

“We are very impressed with Schindler Marketing Group’s experience in the hospitality industry, especially in Mexico,” noted Ricardo Orozco, Director General for The Villa Group Resorts in Cabo San Lucas. “We have seen Schindler’s past work in brand development and advertising for some of our competitors and believe their expertise is an ideal match for our needs and plans for the future.”

Focusing on hospitality and tourism since its inception in 1992, Schindler Marketing Group has successfully promoted hotels, resorts and visitor industry accounts throughout the United States and Mexico. “The Villa Group is in the midst of an exciting time,” remarked Steve Schindler, President and Creative Director. “With a mix of new and mature resorts and a leading edge real estate brand there is much we can do to contribute to The Villa Group’s continued success.”

About Schindler Marketing Group

Founded in 1992, Schindler Marketing Group is a full-service integrated marketing firm providing specialized communications services to tourism businesses. With nearly 50 combined years of hospitality experience, Schindler Marketing becomes intimately involved in all aspects of their clients’ marketing agendas and develops traditional and interactive marketing programs that positively impact the bottom line. For more information, call (619) 299-7900 or visit www.schindlermg.com.

About The Villa Group

The Villa Group is one of Mexico’s leading privately owned hotel, resort and real estate development companies. Their portfolio includes beachfront destination resorts, exclusive fractional and full ownership luxury real estate developments, and a secluded mountain top boutique spa retreat. The collection includes: Cabo San Lucas - Villa La Estancia, Villa del Arco, Villa del Palmar and Hotel Santa Fe Cabo; Puerto Vallarta – Villa del Palmar; Nuevo Vallarta – Villa del Palmar Flamingos; Sierra Madre Mountain range – Sierra Lago Resort & Spa. The company has offices in San Diego, CA. For more information or reservations, call (877) 845-5247 or visit www.villagroup.com.

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