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FOR IMMEDIATE RELEASE

Aimbridge Hospitality Welcomes Two New Staff Members to The Jewel Dunn's River Beach Resort & Spa in Jamaica

DALLAS, Texas (November 02, 2010) – Aimbridge Hospitality, hotel and real estate management company based in Dallas, announced two additions to the management staff for The Jewel Dunn's River Beach Resort & Spa in Ocho Rios, Jamaica. Michele Olivier is the new Regional Vice President of Sales and Marketing, and Scott Robbins joins the team as the Hotel Manager.

Known as a leader in resort marketing, Michele Olivier brings with her an extensive background in the tourism industry. Olivier holds a master's degree in Hospitality and Tourism Marketing from Johnson & Wales University and has promoted popular international destinations to worldwide markets for over a decade.

A resident of the Caribbean islands for 15 years, Olivier has worked with top resorts across the region.

"Being part of this beautiful new Jewel in Jamaica is a wonderful and exciting challenge, and I'm thrilled to be part of this company," said Olivier. "With many choices for today's savvy traveler, we will aim to become the leading choice in the luxury, all-inclusive category for adult travelers. A concise sales, marketing and PR strategy along with top-notch operations, facilities and unparalleled guest service will help us attain this goal."

Also a graduate of Johnson & Wales University, Scott Robbins holds degrees in Culinary Arts and Food Service Management and has been in the hotel industry for more than 20 years. Robbins is well-rounded in his knowledge of the resort business with culinary and management experience at resorts such as the Wyndham and Sandals.

"The Jewel presents us with the opportunity to really get creative and deliver experiences that cannot be beat," said Robbins. "With six restaurants and five bars, the food and beverage promises to be the highlight of vacationing at The Jewel."

Guests can make reservations now by calling **(888) 529-5176** or visiting www.jeweldunnriverresort.com

ABOUT AIMBRIDGE HOSPITALITY

Aimbridge Hospitality is one of the nation's leading independent hotel investment and management firms with a proven track record for delivering superior returns for its strategic partners in a variety of markets and economic cycles. Aimbridge provides management, asset management, development, renovation and consulting services. Based in Dallas, Texas, Aimbridge currently owns and/or manages over 60 upscale, independent and branded hotels with nearly 11,000 rooms across the United States and the Caribbean, including such affiliations as Marriott, Hilton, Embassy Suites, DoubleTree, Hilton Garden Inn, Hampton Inn & Suites, Aloft, Hyatt, Wyndham and the Phoenix Inn Suites chain of hotels. For more information on Aimbridge Hospitality, please visit www.aimbridgehospitality.com.

About The Jewel Dunn's River Resort

The Jewel Dunn's River Beach Resort & Spa is the Caribbean's most romantic, adults-only resort located in Ocho Rios, Jamaica. The Jewel is the perfect spot for couples, honeymooners and idyllic weddings. The all-inclusive resort features multiple dining options, a selection of bars, an executive golf course and a full-service spa. The Jewel Dunn's River Beach Resort & Spa is a collaboration of Sagicor, Aimbridge Hospitality and Resort Capital Partners. For more information or to make a reservation, please call (888) 529-5176 or visit www.jeweldunnsriverresort.com