



**Raising the Bar in One of the World's Great Destinations:
Capella Hotels and Resorts Announces the Creation of Capella Bahia
Maroma in Mexico's Riviera Maya**

PUNTA MAROMA, MEXICO (August 29, 2007) – Capella Hotels and Resorts and Grupo Carrousel, one of Mexico's pioneering development companies, have announced the creation of Capella Bahia Maroma, destined to become one of the world's most coveted beach resort and residential experiences.

Ideally situated along the Riviera Maya on almost a mile of pristine beachfront, Capella Bahia Maroma is set opposite the world's second largest coral reef – the Great Maya Reef - and the renowned diving and snorkeling of Cozumel. The resort, scheduled to debut in winter 2008/2009, will feature individual villas opening out directly to the Caribbean, as well as a private, world-class golf course, an Auriga spa, a superb beach club with outdoor pools and whirlpools, gourmet restaurants and luxurious residences.

Capella Bahia Maroma will be set among 254 secluded acres of stunningly beautiful landscape, with mangroves, fine white-sand beachfront, and an intricately connected series of underground fresh-water streams that form cenotes - unique, fresh-water natural wells. The location offers easy access to Mayan archaeological sites, including Tulum, Chichenitza and Coba, among others, as well as an extraordinarily diverse ecological environment. Exploration

of more cosmopolitan pursuits is available in nearby Playa Del Carmen, where superb shopping, dining and nightlife attract a truly international crowd.

Carlos Tommasi V., President of Grupo Carrousel, owners and developers of Capella Bahia Maroma, commented, “My family has been involved in the tourism infrastructure of this region for three generations, and is deeply committed to Mexico’s economic future through appropriate, environmentally sensitive development.” He continued, “We have insisted on a project that reflects the genuine spirit and influences of the region, and this is one of the many reasons we are so pleased to have selected Capella Hotels and Resorts to manage this property and to participate with us in planning its creation. Capella infuses unique local attributes at every level, all while establishing simply the very best service standards in the world.”

Horst Schulze, President and CEO, Capella Hotels and Resorts, commented, “This is truly one of the world’s most spectacular locations, and we will honor both the sophisticated history of the early Mayan people and the inspiring culture of today’s Mexico by creating an environment that allows guests and residents to experience the essence of this multifaceted destination.”

True to Capella’s commitment to providing the ultimate in personalized service in boutique-sized settings with world-class amenities, Capella Bahia Maroma will feature 82 suites, located in villas along the most stunning of beaches. The resort will also include striking beach and golf front villas and estate homes as well as jungle haciendas offered in both whole and fractional ownership and totaling less than 130 for sale units. The overall design will

embrace local materials matched to this uniquely diverse destination. Interior designs will express the history and culture of Mexico in every aspect from furnishings to linens.

The Capella Bahia Maroma Golf Course will be the only world-class private course in the Yucatan Peninsula, available exclusively to resort guests, residents and members.. The 18-hole course will be designed by acclaimed golf architect Rees Jones, and will feature three challenging holes along the Caribbean, as well as a luxurious private golf club house. The Riviera Maya region itself is a true asset for Capella Bahia Maroma. The resort is easily accessible from Cancun International Airport (26 mi. north), while focused on the extraordinary natural riches of the south, including the archaeological destinations previously mentioned, as well as a range of ecological parks and reserves such as Sian Ka'an Biosphere Reserve, featuring 2,500 square miles of unspoiled beauty with unexcavated Mayan ruins, mangroves, lagoons and inlets.

Capella Hotels and Resorts serves today's top-tier travelers and residential property owners and is setting a new standard in the hospitality industry. Capella promises the unique benefits of the finest boutique hotels, including superb architecture and interior design, privacy, individualized service and attention to detail – combined with the amenities and activities of the world's great luxury hotels and resorts. Capella, led by founder Horst Schulze, is a brand focused on customer choice, and offers choices that no other hotel company in the world can match. Capella is opening world-class properties in gateway cities and high-profile resort destinations around the world, including: Capella Telluride (Telluride, Colorado); Capella Singapore (Sentosa Island, Singapore); Breidenbacher Hof, a Capella Hotel (Düsseldorf, Germany); Capella Bahia Maroma (Riviera Maya, Mexico); Capella Pedregal (Cabo San Lucas, Mexico); Capella Dunboy Castle (Castletownbere, Ireland); and Schloss Velden, a Capella Hotel (Velden, Austria). Learn more at www.capellahotels.com

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