



Capella Hotels and Resorts Announces Founders Program

Program Launches at Capella Residences Bahia Maroma in Mexico's Riviera Maya – Provides Special Access to Capella Properties Across the Globe

PUNTA MAROMA, RIVIERA MAYA, MEXICO (April 7, 2008) – Capella Hotels and Resorts, which has quickly established itself as the leading new ultra-luxury hospitality brand, has announced the launch of the Capella Founders Program, an exclusive membership offering to residential buyers at participating Capella properties. The program makes its debut at Capella Residences Bahia Maroma, the stunning new resort and residences set on 250 acres along the Caribbean in Mexico's Riviera Maya region, scheduled to open in winter 2008/2009.

The initial 35 Founders at Capella Residences Bahia Maroma will join a limited membership of Capella Founders worldwide. Founders will enjoy an array of special privileges at participating Capella Hotels and Resorts across the globe. The first Capella Hotels opened in Ireland and Austria in 2007, with openings scheduled for Germany, Singapore, and Mexico.

Examples of site-specific Founders benefits at Capella Residences Bahia Maroma include:

- A 20% purchase incentive
- Two memberships to the Capella Bahia Maroma Golf Club, one of which may be used as a non-resident membership (featuring the only private golf course on the Yucatan Peninsula)
- No dues for three years at the Championship Rees Jones golf course
- Capella Founder's Status, entitling members to brand-wide benefits outlined below

Capella Founders are members of an elite club of owners in all participating Capella resorts and communities. This group of individuals gains the following benefits from their relationship with Capella:

- A commitment from Capella to offer 15% off the best available rate at other participating Capella Hotels and Resorts and upgrades based on availability
- A direct line to the Capella Chairman's office for reservations at Capella Hotels and Resorts
- The first opportunity to enjoy Founder Status in all future participating Capella communities by purchasing in that community's Founder Program
- Special invitation-only events at Capella hotels and resorts around the world. Examples might include after-hours private shopping at the luxury retailers of Breidenbacher Hof, a Capella Hotel in Düsseldorf, Germany to exclusive lakeside concerts at Schloss Velden, a Capella Hotel, in Velden, Austria.

With a stunningly beautiful landscape leading to a one mile long white-sand Caribbean beach, Capella Bahia Maroma is destined to become one of the world's most coveted beach resort and residential experiences. The property is opposite the world's second largest coral reef – the Great Maya Reef – and near the renowned diving and snorkeling of Cozumel, and important Mayan archaeological sites. In addition to carefree home ownership opportunities, the property features an 86 all-villa Capella Hotel opening directly onto the Caribbean; a private, world-class Rees Jones golf course; a signature Auriga spa; a magnificent beach club and flavorful gourmet dining.

With only 127 ownership opportunities, Capella Residences Bahia Maroma ensures homeowners a very private retreat and the lowest density of any resort and residential community on the Riviera Maya. Homeowners will have full access to world-class amenities, while private entrances maintain the privacy of each residential neighborhood. Further information is available by calling 1-866-248-8466, or visit www.capellalivingmaroma.com.

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: Breidenbacher Hof, a Capella Hotel (Düsseldorf, Germany); Capella Bahia Maroma (Riviera Maya, Mexico); Capella Castlemartyr (Cork, Ireland); Capella Dunboy Castle (Castletownbere, Ireland); Capella Ixtapa (Ixtapa, Mexico); Capella Pedregal (Cabo San Lucas, Mexico); Capella Singapore (Sentosa Island, Singapore); Capella Telluride (Telluride, Colorado); and Schloss Velden, a Capella Hotel (Velden, Austria). Learn more at www.capellahotels.com

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