

For Immediate Release

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9 BEACHES- BERMUDA'S ONLY ULTRA-CASUAL RESORT HITS STRIDE IN THIRD YEAR

(Sandys, Bermuda – May 3, 2007) – 9 Beaches, Bermuda's cabana resort where every room is built on stilts with ocean views has re-opened for its highly anticipated third season amid increasing popularity with travelers and attention from the U.S. media. Redefining the Bermuda vacation scene with its decidedly ultra-casual resort environment along with value-conscious pricing, 9 Beaches offers a great new experience for Bermuda traveler. And the world is taking notice.

"The guest who loves 9 Beaches is not the typical Bermuda luxury seeker," says Sue Furtz, 9 Beaches's acting general manager. "Everything we do is designed to appeal to beach lovers who just want to relax and have fun."

That casual beach-loving appeal and unique environment has caused quite a splash in the international media. It has achieved a public relations bonanza in March including:

- Being the featured hotel on the cover of the March issue of *Arthur Frommer's Budget Travel Magazine*.
- Being among the select group of world-wide hotels to be recognized in *Travel + Leisure's* March issue as one of the *Best (Affordable) Beach Resorts*.
- Having a photograph and copy that spreads across more than a full page in the March issue of *Bride's Magazine*.

"This is not only great for 9 Beaches, but great for Bermuda," says Furtz. "More guests at 9 Beaches mean more jobs for the island's hospitality workers and more income for taxi drivers, restaurants and shop keepers. We had a terrific year last year and forward bookings are running at more than twice the pace as 2006."

Ms. Furtz admits that 9 Beaches had a rocky start when it first opened in 2005; partly due to opening kinks and the fact many initial guests came expecting a traditional Bermuda luxury vacation. "We have worked out all our service issues and fine tuned marketing so we are attracting the right crowd – adventurous water-lovers looking for an ultra-casual vacation experience. We are after people who enjoy wearing flop-flops and want a casual vacation. Customer satisfaction ratings have improved dramatically, and we expect 2007 to be a fabulous year."

"That would be good for 9 Beaches and all of Bermuda," adds Furtz.

ABOUT 9 BEACHES

9 Beaches, is Bermuda's only ultra-casual resort and includes 84 private cabanas stretched over 18 acres on the westernmost tip of Bermuda. Some guests have called it, "Heaven on Earth for the Down to Earth."

Soft-sided Cabanas stand on stilts and all have a view of the Atlantic Ocean. Some Cabanas even perch over the sapphire sea and plexi-glass floor panels reveal tropical fish fluttering underfoot! Ceiling fans and tropical breezes maintain comfortable temperatures – and for those who need that extra bit of cool air, each cabana has air conditioning!

All 84 Cabanas have wooden floors, ample windows and double doors--all with screens that open onto ocean view verandas. The sturdy structures have aluminum frames and sailcloth-like material covering

the aluminum frame, perfect for casual Bermudian living. While some guests have called 9 Beaches' cabanas "luxury tents" they are more like private beach houses with a queen-size bed, a small bathroom with shower and veranda.

With 9 private beaches (even at high tide) and some of the most beautiful water in Bermuda, the resort caters to active, down-to-earth individuals who are young at heart and love the great outdoors. Guests at 9 Beaches enjoy a most relaxed Bermuda atmosphere where flip-flops are required, stilettos banned and traditional "luxury seekers" discouraged from coming.

Aquatic options abound: Hobie Catamarans, sailboards, and sea kayaks. Bob aboard a floating lounge or relax on our aqua decks. Ripple the waves in a paddleboat or a jet ski. Snorkel or snuba – a snorkeling-scuba hybrid - to the wreck of the HMS Vixen, a small, 1860s twin-screwed ironclad that is just off the coast of one of the 9 beaches. More adventuresome guests can skim the surface on kite boards, following lessons from instructors certified by the International Kite Boarding Association. Experience a thrill ride on our unique tow-able "Fly Fish".

Guests of 9 Beaches can downshift and download at the same time with Wi-Fi (high-speed wireless connections) over various hot spots around the Resort. There's an Internet station in Centre Stage for use free of charge. All guests also receive a complimentary Bermuda cell phone for local calls--one per cabana. Important numbers – such as the Concierge, a la Carte food & beverage service and our Duty Manager– are pre-programmed. iPods with music to fit just about every taste are also available free-of-charge.

Visit <http://www.9beaches.com/> for more information. For reservations call 1-866-841-9009 or your favourite travel agent.

Photos of this unusual cabana resort are available.