

KARISMA
HOTELS & RESORTS



AZUL FIVES HOTEL BY KARISMA TO DEBUT \$40 MILLION EXPANSION IN JANUARY 2015

*Luxury Gourmet Inclusive® Hotel is Elevated with New Essence Section
Featuring 64 Luxuriously Appointed Suites and The Fives Plaza*

MIAMI (October 30, 2014) — Azul Hotels by Karisma, a premier collection of Gourmet Inclusive® properties located throughout the Riviera Maya, Mexico and Negril, Jamaica, today announced a \$40 million expansion of the award-winning Azul Fives Hotel by Karisma in Playa del Carmen. The expansion of Azul Fives Hotel, scheduled for completion in January 2015, will include an Essence Section featuring 64 luxuriously appointed suites and The Fives Plaza with three gourmet restaurants, two bars, a coffee shop, and a gym.

“Azul Fives Hotel has become a favorite destination of visitors and our decision to expand was a direct response to an increasing demand for one-, two-, and three-bedroom suites, personalized service and unique experiences,” said Mandy Chomat, vice president of sales & marketing for Premier Worldwide Marketing, the exclusive worldwide representatives for Azul Hotels.

Azul Fives Hotel’s Essence Section will encompass 64 contemporary one-, two-, and three-bedroom Essence Suites, including Essence Swim-Up Suites and Essence Sky Suites with expansive private rooftops complete with daybeds, Jacuzzis, BBQs and views of the lush tropical gardens, pristine pools, nearby cenote and mangroves. The spacious suites are perfect for couples traveling together or families who typically request connecting rooms as they offer ample shared living spaces and private accommodations. The newly expanded area will also boast two of its own pools with swim-up suite access.

At 13,000 square feet, The Fives Plaza at Azul Fives Hotel will introduce three new exquisite a la carte restaurants: Koh Thai (wok cuisine), Oka Sushi (Japanese cuisine), and La Brasserie (French bistro cuisine) plus two new bars: Nineteen Ten Mexican Cantina and The Gin Bar with 20 different types of premium gin. Additionally, a new coffee shop, Kafeina, with patio terrace and a state-of-the-art gym will debut. Guests will enjoy the alfresco atmosphere while being serenaded by live music under the Mexican sky.

Guests of Azul Fives Hotel will also enjoy the existing five a la carte gourmet restaurants at The Beach Club overlooking the Caribbean Sea, including Sea Olive (cuisine du soleil), Meso Tapas (Latin American cuisine), Flavours (world cuisine), Arezzo (Italian cuisine), Oriola Beach Club Grill, and multiple bars and lounges such as Zky, a stylish sky bar and lounge serving spectacular Caribbean views alongside the latest cocktail trends.

A 10,000 square foot Zen-inspired Vassa Spa beckons, inviting visitors to a VIP couple's massage suites, hydrotherapy areas, weight training systems, cardio equipment, on-site bridal and kids suites, wedding packages, and relaxation lounge. Guests will also enjoy a new beachfront Sky Massage palapa for the ultimate pampering experience.

Couples looking for dream destination weddings will be able to choose from a variety of picturesque locations, from the ocean pier for small but stunning gatherings to the resort rooftop venue for a Sky Wedding overlooking nothing but the azure sea and sky. Azul Fives Hotel presents couples with unsurpassed quality, excellent value and total flexibility, inviting them to build customized events from start to finish or be encouraged by one of six themes comprising the Memorable Moments Signature Wedding Collection™. Inspired by brides and influenced by designers, the Memorable Moments Signature Wedding Collection™ presents a carefully crafted recipe of passion and style, including special touches that make each Gourmet Inclusive Wedding Event™ simply irresistible.

Only a few steps away from all suites at Azul Fives Hotel, Azulitos Playhouse beckons little ones. The impressive facility features a variety of engaging toys and programs, My Gym Children's Fitness Center activities, and Pack & Play offering complimentary cribs, changing tables, strollers, monitors, bottle warmers, baby spa robes and baby food to make family vacations easy. Azul Fives Hotel is also ideal for teens featuring a Breeze Teen Club with DJ challenges, movie screenings, Xbox and Wii, a social media corner, pool tournaments, archery, and snack corner with popcorn and soft drinks.

All stays at Azul Fives Hotel begin with aromatherapy and pillow menus. The Gourmet Inclusive vacation experience at Azul Fives Hotel is carefully catered to guests that prefer quality over quantity. From the freshest and finest ingredients for an unrivaled culinary journey to ultimate relaxation with 24-hour room service and beach beds, Karisma Hotels & Resorts continuously raises the bar and sets the standard for the world's finest travel.

Rates at the new Essence Section of Azul Fives Hotel will begin at \$217 per person, per night based on double occupancy, including the Gourmet Inclusive Experience (gourmet meals served a la carte, premium alcoholic and non-alcoholic beverages, 24-hour room service and full service concierge), for stays starting January 1, 2015. Rates are inclusive of taxes and fees. Hotel reservations can be booked through a GI Vacation Consultant, by calling 1-866-527-4762, or by visiting www.karismahotels.com.

About Karisma Hotels & Resorts:

Karisma Hotels & Resorts, an award-winning luxury hotel collection which owns and manages properties in Latin America, the Caribbean and Europe, comprises an impressive portfolio including El Dorado Spa Resorts & Hotels, Azul Hotels & Villas by Karisma, Generations Resorts by Karisma, Allure Hotels by Karisma and Karisma Hotels Adriatic. Properties have been honored with the industry's top accolades including *Conde Nast Traveler's* "Top 100 Hotels in the World," *Conde Nast Traveler's* "Top 30 Hotels in Cancun," TripAdvisor® Traveler's Choice "Best Hotels for Romance," and AAA's "Four Diamond Award." Karisma has received worldwide recognition for its creative approach to hospitality management and product innovations. For reservations and a full list of Karisma properties, please visit www.karismahotels.com.

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