









Lifestyle Holidays VACATION CLUB

YEAR FULL OF NEW SERVICES AND AMENITIES SETS PACE FOR 2013, FOR LIFESTYLE HOLIDAYS VACATION CLUB, DOMINICAN REPUBLIC

Company Celebrates 10th Year Anniversary with Seven Distinct Developments, 12 Restaurants, 14 Themed Bars and Four Beach Destinations

Puerto Plata, DOMINICAN REPUBLIC (Jan. 16, 2013) – Lifestyle Holidays Vacation Club (LHVC), located on the North Coast of the Dominican Republic on Cofresi Beach, ended a year-long celebration commemorating its 10th year in operation with lots of milestones and success stories to set the pace for 2013.

At the beginning of 2012, LHVC celebrated its 10 year anniversary with exclusive resort festivities for members and for its 8,000 employees, who motorcaded in their vehicles from the town of Puerto Plata all the way to their coastal resort. In the fall, 10,000 people came to Lifestyle Holidays in one day for a Caribbean concert performance by Sky Blu of LMFAO, widely known for their Party Rock Anthem and performing with Madonna at the Super Bowl.

To end the year with a bang, the company brought in The Right On Band for the third year in a row for an exclusive New Year's Eve concert that more than 3,000 members and guests attended. The Right On Band has a huge following for it Motown, Disco and Funk music and its flamboyant 70s style costumes, having performed for the presidential inauguration of President Barack Obama. This year, Swedish sensation John Martin, known for his collaborations with the Swedish House Mafia, also performed for New Year's Eve.

"We are very proud of what we have accomplished in the last 10 years. It's our way of making good on a promise to our members and guests to continually provide them with more accommodations and even more services and amenities," explained Hans Larcher, Managing Director, Lifestyle Holidays Vacation Club.

In 2012, the newest of LHVC's seven distinct developments, Cofresi Palm Beach & Spa Resort, completed its first year of operation. Other signature accommodations offerings include The Tropical, The Crown Suites, The Crown Villas, The Residence Suites, The Presidential Suites by Lifestyle plus club properties in Playa Dorada and Punta Cana. "Each time our members come back, they have a completely different vacation experience in different developments, suites and villas," Larcher added.

Also in 2012, LHVC Corporate Food and Beverage Director, Fadi Hamad and his team, opened five new restaurants and eight bars. "Our Rodizio Brazilian Churascaria at Cofresi Palm has 11 kinds of quality meats and a restaurant manager we brought in who has overseen dozens of churascarias in Brazil. And our Moomtaz Indian restaurant features a resident chef from India, spices flown in from The Orient and a signature tandoor chicken dish cooked low and slow in a traditional Indian clay oven," Hamad detailed.

Other new eateries just opened at Cofresi Palm include the El Pilón Gourmet restaurant with local fresh foods and traditions, a Spanish Tapas bar with the flavors and excitement of Spain, Johnny's Intimate Gourmet dining, and Moonlight on the Beach providing dinner under the stars and overlooking the sea. "We will also open the new Kimonos Japanese Tepanyaki Grill in a few months that we know will be a big hit," added Hamad.

Unique themed bars found throughout the resort also build a very loyal following, delighting members and guests at every turn. This includes the newest additions of the Cheers Cocktail Bar, Cellar Wine Bar, Aqua Vodka Bar, Sizzle Hot Drink Bar, Pirate Cove Whiskey Bar and Frost Frozen Drinks Pool Bar.

A great place to stay and great places to eat are only half of the ideal vacation experience. The beach is the other winning part of the equation. At LHVC, there are now four completely different and unique beach destinations to unwind, enjoy the sand, the sun, the sea an dsome delicious food and cold tropical drinks. In addition to the V.I.P Beach and boardwalk area, Serenity Beach and Harmony Beach, members and guests can now also enjoy the newly opened NV Beach at Cofresi Palm. "It will quickly be the 'envy' of all," said Larcher. "It's a great beach getaway to try out. In fact, our members try a different one each and every day on vacation with us."

LHVC will utilize its successful strategy of thinking it, doing it, improving it and perfecting it to plan further growth and development this year and in the years ahead for the resort in Puerto Plata and throughout the North Coast of the Dominican Republic. "We clearly know that we want to stand apart and stand for excellence and originality," Larcher summed up.

Lifestyle Holidays Vacation Club members, guests and their families have a wide variety of activities available in the Dominican Republic. In the North Coast, adjacent to its properties in Puerto Plata is the Ocean World Adventure Park with its daily animal and aquatic shows and a casino. Other activities in the area include a cable car ride to the peak of Mount Isabel de Torres, white water rafting, horseback riding, deep sea fishing, boating, snorkeling, monster truck safaris and city tours of Puerto Plata.

For more Lifestyle Holidays Vacation Club information, go to **www.lifestyleholidaysvc.com** or call **(809) 970-7777**.