



**FOR IMMEDIATE RELEASE**

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**Playa Hotels & Resorts Announces an Extensive Renovation of  
The Barceló Punta Cana Resort in the Dominican Republic**

*Multi-million dollar renovation to be completed for the winter 2007/2008 season*

**McLean, VA/Punta Cana, DR** – The Barceló Punta Cana Resort in the Dominican Republic is undergoing an extensive renovation to its public spaces and guest rooms and adding new pool and theater facilities. The renovation plans were announced by Playa Hotels & Resorts, S.L., which acquired the property last year. When complete the \$14 million dollar renovation will make this beachfront all-inclusive property a Premium level hotel within the Barceló portfolio and upgrade the guest experience to a luxury resort level.

“When we acquired this 795 guestroom property we knew we had a diamond in the rough. The beachfront location is one of the best in Punta Cana, and the basic structure and facilities of the resort were excellent,” said Bruce Wardinski, Chairman and CEO of Playa Hotels & Resorts. “We have spent the past year evaluating the resort’s infrastructure and determining the most effective ways to enhance the property in order to deliver the best guest experience. We are confident that our renovation will transform the resort beyond its original design, making it the preferred resort in Punta Cana. We also believe that with these changes we will be able to deliver a true Barceló luxury experience for our guests in service, dining and resort amenities,” added Wardinski.

The enhancements to the Barceló Punta Cana Resort include a complete renovation of the public walkways and spaces as well as an addition of a Club Premium arrival area. These areas will create a warm sense of welcome with ceramic tile finishes, marble accents and tongue-and-groove woodwork. A second large swimming pool is being added which will double the resort’s pool capacity and deck area. Adjacent to the pool

will be a new Beach Grill restaurant with indoor and outdoor seating. Guestrooms will be renovated with new soft goods and plush bedding. The guestrooms will feature a contemporary Caribbean theme with tropical colors, natural stones and spa-style bathrooms with walk-in showers and freestanding fixtures. In addition, guestrooms will be fitted with flat screen TVs and high speed Internet access. The resort's theater will be rebuilt in a new location to serve as a multi-purpose venue for entertainment, group meetings and events. In addition, the new theater location will create a soundproof barrier between the theater and the guestrooms. The resort has already completed renovations to several of its restaurants and lounges. Playa Hotels & Resorts expects all renovations to be complete by December 2007, in time for the winter holiday season.

### **More About the Barceló Punta Cana Resort**

The Barceló Punta Cana Resort is a Premium Barceló all-inclusive resort. It joined the Barceló brand earlier this year and has undergone multiple upgrades to its restaurants, food, service and amenities. The resort is located on an expansive 400 meter stretch of Arena Gorda Beach at Bavaro Beach in Punta Cana. This beach is famous for its white sand and crystal blue waters. The Barceló Punta Cana Resort offers extensive water sports and recreation from kayaking, to windsurfing and scuba. The swimming pool is a great spot for relaxation or a game of water polo. There are also tennis courts, bocce ball court, basketball court, and rock climbing wall.

The hotel's seven restaurants provide guests with a large selection of dining options from traditional Dominican cuisine, to French, Mexican, Italian and Japanese, as well as lavish buffets for casual dining. There is a casino, spa facilities, a beauty shop, gift shops, and a children's club complete with its own 'mini disco.' For adults, there are six lounges including a swim-up bar, and a disco that is open nightly, as well as entertainment and live music.

The Barceló Punta Cana Resort is easily accessible from the Punta Cana International airport and is only a 25 minute drive. For more information and reservations on this all-inclusive resort please contact your travel agent or visit online at [www.barcelo.com](http://www.barcelo.com).

The Barceló Punta Cana Resort is 20 minutes from The Barceló Bavaro Beach Resort which includes: The Barceló Bavaro Palace Hotel; The Barceló Bavaro Beach Hotel; The

Barceló Bavaro Caribe Hotel; The Barceló Bavaro Golf Hotel; and The Barceló Bavaro Casino Hotel. In addition, Barceló Hotels & Resorts offers the newly acquired Barceló Dominican Beach Resort in Punta Cana, The Barceló Lina Hotel in Santo Domingo, and two hotels in the Juan Dolio beach area: The Barceló Talanquera Hotel and The Barcelo Capella Beach.

## **About the Company**

### **Playa Hotels & Resorts, S.L.**

Playa Hotels & Resorts, S.L., a Spanish company, is a private equity fund that focuses on the acquisition and development of all-inclusive beachfront resorts in Mexico, Latin America and the Caribbean. Playa is currently in active negotiations to acquire several additional hotels as well as land for the development of all-inclusive resorts in Mexico, the Dominican Republic, Costa Rica and Panama. Additional closings are anticipated by year's end. Playa has \$1 billion in available capital and has raised more than \$580 million in equity funding commitments from a small group of international institutional investors. The company currently owns properties in Mexico and the Dominican Republic. Additional information can be found on the Company's website at [www.playahr.com](http://www.playahr.com).

Barceló Hotels and Resorts is among the world's top 35 largest hospitality and travel companies. Barceló was established in Palma de Mallorca, Spain, in 1931 first as a transportation company, and then as a hotel and travel company. It is a family owned, privately held hospitality company renowned for more than 75 years of service excellence and innovative spirit in the tourism industry.

The Company owns, manages or franchises hotels in 15 countries with 150 properties worldwide. Barceló Hotels and Resorts are found in key European destinations, in North America, the UK, Africa, and in Latin America and the Caribbean. The Company offers a large variety of hotels and resort types to accommodate all travelers from budget-minded to upscale guests. The resorts provide all-inclusive vacation programs making vacation planning and holiday enjoyment easy. For more information or reservations visit: [www.barcelo.com](http://www.barcelo.com).

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