

The Naples Beach Hotel & Golf Club Announces Special "Spring Value Rates"

NAPLES, Fla. (October 2006) - Want to experience beautiful Naples, Florida? Then you should consider taking advantage of the special "Spring Value Rates" being offered by the 125-acre beachfront Naples Beach Hotel & Golf Club. The "Spring Value Rates" start at \$244 per room, per night, and are available April 15-May 28, 2007, according to Jim Gunderson, general manager of the resort, which is Naples' only beachfront resort offering on-site championship golf, a world-class spa, and an award-winning tennis center.

In addition to accommodations, The Naples Beach Hotel & Golf Club's "Spring Value Rates" include two reserved beach chairs, unlimited tennis, access to the resort's complete Fitness Center at The Spa, valet parking, afternoon tea and cookies at 4 p.m. daily, and admission for children ages five to 12 in the morning activities of the Beach Klub 4 Kids supervised child activity program.

Taking advantage of the special rate will provide the opportunity to experience Naples' newly renourished beach, named "America's Best All-Around Beach" by the Travel Channel. It also will give you the opportunity to experience the renowned resort, which recently completed \$40 million in resort enhancements over the last six years. .

Guests have the opportunity to play golf on the 18-hole course that is consistently named "Best Public Golf Course in Southwest Florida." You'll also be able to enjoy a large beachfront swimming pool, an award-winning Tennis Center with six Har-Tru tennis courts; the world-class Spa, which offers an array of massage services, body treatments, skincare services, hydrotherapy, and salon services; the Fitness Center; Beach Klub 4 Kids; and an Orchid House, which is home to over 5,000 tropical plants.

Dining options include HB's on the Gulf, Naples' only beachfront restaurant, featuring fresh regional seafood and beautiful sunset views, and Broadwell's, overlooking the golf course. Another "must do" is to experience the hotel's popular Sunset Beach Bar, often named "Best Place To Catch A Southwest Florida Sunset," and recognized by the Travel Channel as "Naples' Best Beach Bar."

Guest rooms and suites are tastefully decorated, all with furnished balconies overlooking the Gulf, the lush grounds, or scenic golf course. Standard amenities include large closets, in-room refrigerator, two telephones with voicemail, modem access, iron and ironing board, hairdryer, in-room safe, cable television, climate control, and security keycards. High-speed wireless Internet access is also available.

Conveniently located just blocks from the renowned 5th Avenue and historic 3rd Street shopping districts, the resort is also within minutes of Venetian Village, Waterside Shops, Bayfront and Tin City.

Owned and operated by the Watkins family for 60 years, the resort has a rich history in Southwest Florida. Providing a comfortable, friendly

atmosphere with impeccable service and first-class amenities, the resort is an exceptional tropical getaway. For more information or reservations, call 1-800-237-7600 or 239-261-2222.

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