

The Naples Beach Hotel & Golf Club Offering Special "Summer Value Rates"

NAPLES, Fla. (April, 2007) - Interested in a beach getaway this summer, but can't decide where to go? This could be the answer. The Naples Beach Hotel & Golf Club, which features an impressive setting on the pristine white-sand beaches of the Gulf of Mexico in Southwest Florida, is offering special "Summer Value Rates" that start at \$149 per room, per night Sunday-Thursday evenings, or from \$169 per room, per night Friday or Saturday evenings. The special rates are available May 29-September 30, 2007, according to Jim Gunderson, general manager of the family-owned 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 "Summer Value Rates" include complimentary greens fees on the resort's championship golf course, two reserved beach chairs, unlimited tennis, access to the resort's world-class Spa and complete Fitness Center (with use of the exercise room, whirlpool, sauna and steam room), 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. While the greens fees are complimentary with the special rate, there is a cart fee.

Taking advantage of the rate will provide the opportunity to experience Naples' 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 an impressive six-year \$40 million enhancement.

Guests can play golf on the 18-hole course that is consistently voted "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 courts; and the world-class Spa, which offers an array of massage services, body treatments, and skincare services.

The resort also features the Fitness Center; Beach Klub 4 Kids; a salon; and an Orchid House, which is home to over 5,000 tropical plants.

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

Guest rooms and suites feature furnished balconies or patios 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, in-room coffee, climate control, and security keycards. High-speed wireless Internet access is also available.

Conveniently located just blocks from the fashionable 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.

P.R. Contact: Karen Lamonica at (407) 788-7070 or klamonica@chisano.com