

Benchmark Hospitality International
The Woodlands (Houston), Texas
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News Release

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**Benchmark Hospitality International Opens
The Cottages at Naples Bay Resort**

The Woodlands (Houston), Texas, January 2007 ... Benchmark Hospitality International has announced the opening of Phase I of its new resort in Naples, Florida: The Cottages at Naples Bay Resort. The cottages include 108 spacious and luxurious resort dwellings. Roy A. Young, Benchmark's managing director for Naples Bay Resort, made the announcement.

“It is with great pleasure that I announce the opening of The Cottages at Naples Bay Resort,” said Mr. Young. “Naples Bay Resort is Benchmark's newest Personal Luxury Resort and The Cottages are the first phase of this spectacular property to open. Upon completion, the resort will feature magnificent bay vistas, lush tropical foliage, private concierge service, and a pool complex with a resort pool, lazy river pool, whirlpools and a lap pool.” Young concluded with, “We will also offer a marina, tee times at local championship golf courses, a fully equipped fitness center -- and be a short walk from the finest shopping, dining and entertainment in downtown Naples. This will truly be a vacation paradise!”

The luxurious Cottages at Naples Bay Resort are available in two and three bedroom units (each with two baths), making them ideal for couples, families and groups. Exquisite appointments define the luxury and include a gourmet kitchen, screened lanai, along with Gilchrist & Soames toiletries, flat screen television & wireless Internet access as well as a personal grocer. The Blue Water Bar and Grill will open poolside in February.

Reservations are being accepted for The Cottages at 1-866-605-1199 or by visiting www.naplesbayresort.com. The Cottages at Naples Bay offer a minimum rental period of one week with prices starting at \$1700 weekly. Travel agent commissions are 10%.

Benchmark expects to open Phase II -- The Club at Naples Bay Resort – in February 2007. The Club will feature a state of the art gym and fitness center, aerobics studio, Pilates/yoga studio, water aerobics, intimate Euro-style Spa, an extensive aquatic environment, six lighted Har-Tru tennis courts, poolside refreshments in season, a beach shuttle, 97-Slip Marina, and yacht club.

About Naples Bay Resort

Upon opening in November of 2007, Naples Bay Resort (www.naplesbayresort.com) will be a Four Star, 193-key destination resort. The property will feature an 85-key hotel with 65 condominium suites, 108 spacious resort cottages, and a contemporary gourmet restaurant and bar offering magnificent views of the bay. Thirty townhomes and flats will round out the residential mix at the resort. The property will provide 2,500 square feet of comprehensive meeting and special event space serviced by Benchmark's signature Conference Concierge. Recreationally, Naples Bay will feature a 97-slip marina, comprehensive fitness facilities with a Pilates Studio, an international tennis center and a masterfully designed, foliage-laden resort pool complex with a meandering lazy river pool, lap pool, children's pool, expansive sundeck and poolside cabanas. Championship golf will be available nearby at several well-known golf courses. Adding to the resort experience will be a retail promenade, located adjacent to the marina. Featured in this space will be boutique specialty retail, entertainment and casual dining opportunities. The resort will offer The Yacht Club and Captain's Lounge, as well as an amenity-rich residents' club, The Club at Naples Bay Resort, with a specially-designed clubhouse and up to 750 members. The two clubs will be private. Both members and resort guests will have access to Keewaydin Island (subject to final regulatory approval), a private barrier island featuring a beach club. Benchmark Hospitality International will operate the resort.

Benchmark Hospitality International, an independent hospitality management company based in The Woodlands (Houston), Texas, operates resorts, conference centers, hotels and condominium resorts both domestically and internationally. For locations of Benchmark Hospitality properties and for additional information, visit Benchmark's Website at www.benchmarkhospitality.com.

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