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**THE TIDES RIVIERA MAYA LAUNCHES RENOVATION TO
EXPAND AND ENHANCE THE ALL-VILLA LUXURY RESORT**

Riviera Maya, Mexico, July 14, 2011 – The Tides Riviera Maya (www.tidesrivieramaya.com), the all-villa luxury resort set on the turquoise waters of the Caribbean and immersed in a jungle ambiance, has launched a major renovation that will enhance and expand the accommodations, dining options and other guest facilities.

“The Tides Riviera Maya will emerge from the renovation with the same relaxed and intimate atmosphere where the focus is on personalized service, but with significant improvements that will elevate and enrich the guest experience,” said General Manager Pedro Lara.

The highlights of the renovation, which will be completed in December 2011, include:

- Eleven additional private luxury villas with plunge pools, increasing inventory by more than a third to 41 villas.
- A new entrance, motor court and reception area, creating a sense of arrival that is more welcoming and convenient.
- Expanded and enhanced dining choices with the addition of a grill restaurant by the sand featuring wood-burning grills and a reconfiguration and remodel of the existing lounge and fine-dining restaurant.
- Cosmetic improvements to the existing 29 villas.
- In The Tides Villa, a full redo including all new furniture, a reconfigured bath that adds a bathtub, new wet bar and redesigned landscaping to open up an ocean view.
- A brand new gym with popular workout equipment
- A new and much larger gift shop offering a wide range of resort and personal products.

GVA & Associates (www.gva.com.mx) is responsible for the architecture and Arquitectura de Interiores (www.ainteriores.com.mx) for the interior design, procurement and installation for the renovation of The Tides Riviera Maya. GVA & Associates and Arquitectura de Interiores are part of Guadalajara-based Grupo GVA, the leading Latin American architecture and design firm specialized in hotels and resorts.

The Tides Riviera Maya is a serene hideaway that merges every luxury amenity with dramatic sea and jungle, bringing together the best of the destination. The restaurants, lounge, swimming pool, lawns with day beds and all public facilities are set by sugary white sands lapped by the warm Caribbean. Behind this open beachfront public area are all of the private villas immersed

in a jungle ambiance, dense with ferns, palms and guava trees, that is the playground of a resident family of friendly spider monkeys. Every villa features a completely private patio and plunge pool, outdoor shower, and a high-ceiling, thatched-palapa roof that resonates with the jungle environment. A maze of pathways meanders gently through the landscape, leading guests on a journey of the senses.

The Tides is organically connected to, and embodies, the destination's historical roots. It melds luxury with Mayan cultural and spiritual influences to shape an inimitable guest experience not found at any other resort on the Riviera Maya or anywhere else. All guests arrive to a Mayan Blessing, performed by the Mayan shaman on staff, designed to release you from your cares and worries and step into a new, relaxed beginning at The Tides Riviera Maya. La Marea, the fine-dining restaurant that is being relocated to an ocean-view loft, serves "Mayaterranean" cuisine blending Mayan cooking and Mediterranean techniques. At the spa, Mayan healing techniques and traditions infuse every aspect of the guest experience.

The six-acre resort is on the Caribbean coast of Mexico's Yucatan Peninsula 40 miles south of Cancun and its international airport, and three miles north of popular Playa del Carmen, known for its beach scene, restaurants, boutiques and nightlife. From The Tides, guests may stroll miles of beautiful white-sand beach along the spectacular Riviera Maya coast. The resort has its own pier where guests sunbathe, enjoy massages, savor romantic dinners, and may be conveniently picked up by boat for snorkeling, diving and other excursions. Opened in 2002, the resort originally was called Ikal del Mar, becoming The Tides Riviera Maya in 2006.

About The Tides

The Tides collection of hotels and resorts enjoys superlative coastal locations and chic-by-the-shore settings that invite guests to unwind and reconnect. Each Tides destination offers culturally inspired leisure and wellness experiences delivered with style, spirit and intuitive service. With The Tides South Beach in Miami, Florida as its flagship, the collection also includes The Tides Riviera Maya on Mexico's Yucatan Peninsula and The Tides Zihuatanejo on Mexico's Pacific Coast. Forthcoming developments include The Tides Sugar Beach on the Caribbean island of St. Lucia, which is currently operating as Jalousie Plantation. The official website for The Tides is www.thetidesresorts.com.

For additional information on The Tides Riviera Maya or to make a reservation: toll-free 866-332-1672, reservations@tidesrivieramaya.com, or www.tidesrivieramaya.com.