

Karisma Unveils Mexico Resort

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AZUL FIVES HOTEL BY KARISMA, DEBUTS DECEMBER 2008 N PLAYA DEL CARMEN , RIVIERA MAYA , MEXICO

All-Suite, Gourmet Inclusive Property Features Private Rooftop Deck Lounges and Unique Dining Options

Azul Hotels by Karisma, a premier collection of Gourmet Inclusive® properties located throughout the Riviera Maya, [Mexico](#), today announced the new Azul Fives Hotel by Karisma – scheduled to open in December 2008 in Playa del Carmen. Azul Fives Hotel by Karisma will be the third Azul Hotels by Karisma; Azul Beach Hotel by Karisma opened in December 2005, and Azul View Hotel by Karisma will open in October 2008. A Gourmet Inclusive all-suite property, whereby guests savor every detail of their environment, Azul Fives will offer a variety of gourmet cuisines and meal plan alternatives, private rooftop deck lounges, a luxurious spa and fitness center, high-tech meeting spaces and more.

“Azul Fives’ ultra-chic design, opulent ambiance, and decadent amenities were tailored with a wide variety of guests in mind,” said Mandy Chomat, vice president of sales and marketing for Karisma, the exclusive worldwide representatives for Azul Hotels, by Karisma. “In addition to our signature Gourmet Inclusive indulgences, a European Package will also be offered, ensuring the individual tastes and needs of each Azul guest are met with the utmost level of service.”

Located in Playa del Carmen, guests of Azul Fives will experience convenience first-hand with charming restaurants, shops and notable attractions just 10 minutes away including a selection of world-class championship 18-hole golf courses.

Tastefully designed in contemporary architectural style, Azul Fives will offer 360 luxuriously designed one-, two- and three-bedroom Suites (1,125 - 1,900 sq. feet) each with air conditioning, LCD flat-screen TVs and DVD players, mini-bars stocked daily, private marble bathrooms with rain forest showers, deluxe bathrobes, and oversized balconies or terraces. As an all-suite property, Azul Fives is ideal for extended stays.

For those looking to truly indulge, Azul Fives' Penthouse Suites and Presidential Penthouse Suites will boast private rooftop lounge decks. The rooftop lounge decks will feature a deluxe double Jacuzzi, large lounging area with a sectional sofa and coffee table, chaise lounges ideal for sun bathing, pergola, charcoal barbeque grill, outdoor shower, half marble bathroom with sink and a patio dining table with an umbrella. Guests will enjoy daily gourmet breakfasts on their decks, where they can also host personal gatherings with family, friends and/or colleagues. Private weddings and professional get-togethers can also be organized on Azul Fives' rooftop lounge decks.

Glamorous two- and three-bedroom Penthouse Suites (1,300 - 1,500 sq. feet) will accommodate up to eight people, separate living rooms, fully equipped kitchens with granite counter tops, stainless steel appliances, powder room, and master bathroom with rainforest shower, and more. Designed to exceed guests' expectations, Azul Fives will also provide elegant, two-bedroom Presidential Penthouse Suites (2,500 sq. feet), featuring all the luxuries of a Penthouse Suite in addition to a full bar, wine cellar, iPod dock, Infinity Jacuzzi, and a living room Internet station.

In addition to elegant accommodations, guests will savor a variety of gourmet dining and lounging options at Azul Fives including "Sea Olive," a seaside restaurant serving Mediterranean cuisine; "Tsuki," where guests will enjoy Pacific Rim cuisine; "Flavors," a non-pretentious, family-style World eatery overlooking a winding river; and "Senses," a tailor-made private dining experience offering a unique culinary journey. Multiple bars, lounges and "light food" terraces will also be located throughout Azul Fives including "Zky," a stylish sky bar and lounge serving spectacular Caribbean views alongside the latest cocktail trends; and "Breeze," "Lizards," "Palmas" and "Rainbow," beachfront and poolside swim-up bars boasting premium spirits, easy-going snacks, and iced coffees or teas.

Azul Fives is one of the Riviera Maya's few properties with meal plan options – either Gourmet Inclusive or a European Plan – provides guests the freedom to choose the best alternative based on their vacation desires and lengths of stay.

The signature Gourmet Inclusive plan includes accommodations as selected, all meals at any of Azul Fives' gourmet restaurants, all local and international alcoholic and non-alcoholic drinks and juices, 24 hour room service, Kids Club (4 years – 12 years), fitness center, sauna and steam room, DVD rental menu, kids menu available, snorkeling and kayaking, concierge, all taxes and gratuities, and daily and special nightly entertainment and live music. With the European Plan at Azul Fives guests select accommodations and the following are included: daily activities program, nightly entertainments, tennis court, table games, shuffleboard, volleyball, Spanish and Mayan lessons, stretching, aqua aerobics, dance and cooking classes, scuba diving clinics, three swimming pools plus one for children, and concierge service.

Additional amenities at Azul Fives include Zen-inspired spa, fitness center, VIP couple's massage suites, hydrotherapy areas, weight training systems, cardio equipment, on-site bridal and kids suites, wedding packages, a relaxation lounge, high-tech meeting space for up to 250 people and more.

Including the Gourmet Inclusive experience, rooms at Azul Fives range from \$360 for a Deluxe Suite to \$2,183 for a three bedroom Penthouse Suite accommodating up to eight people, including the Gourmet Inclusive experience. The property will begin accepting reservations in February 2008 for stays starting in December 2008.

About Karisma

Karisma Hotels and Resorts is a premier hotel collection operating properties throughout the Riviera Maya, [Mexico](#), where guests savor a Gourmet Inclusive experience that fosters togetherness. Karisma's portfolio is comprised of Azul Beach Hotel by Karisma; Azul Fives Hotel by Karisma; Azul View Hotel by Karisma; El Dorado Royale, A Spa Resort by Karisma; El Dorado Seaside Suites by Karisma; and El Dorado Maroma, A Beachfront Resort, by Karisma. Properties have been honored with the industry's top accolades including, Conde Nast Traveler's "Top 100 Hotels in the World," Conde Nast Traveler's "Gold List," Forbes' "Top 10 Most Romantic Hotels," TUI Travel PLC's "Hotel of the Year," and AAA's "Four Diamond Award." Karisma has received worldwide recognition for its creative approach to hospitality management and product innovations including resorts with swim-up suites, Infinity balcony pools, beach butlers and cash-free transactions.