

FOR IMMEDIATE RELEASE

**VISHAL BHALLA JOINS COCONUT BAY BEACH RESORT & SPA
AS GENERAL MANAGER**

VIEUX FORT, St. Lucia – October 31, 2007 – St. Lucia’s Coconut Bay Beach Resort & Spa is pleased to announce the recent appointment of Vishal Bhalla as General Manager. Mr. Bhalla is now overseeing all areas of operation, marketing and management for the innovative resort that caters to couples, families and singles on the island’s exotic “adventurous” south coast.

Prior to joining Coconut Bay, Bhalla was the regional director of food and beverage for a large international all-inclusive chain, where he was responsible for all aspects of food and beverage for four 5-diamond, 5-star all-inclusive properties. Before that, he served as assistant general manager at an all-inclusive property in Egypt, where he increased revenue by 47 percent during one year.

“We are pleased that Vishal has accepted the position as general manager of Coconut Bay Beach Resort & Spa. His extensive background and proven track record in the hospitality industry will serve Coconut Bay well,” said Mark Adams, president of National Continental Hotels, Coconut Bay’s parent company.

The charismatic Bhalla says, “I am regarded by some, including my ex-employers, as a maverick with a streak of creative genius who strives to create memorable vacations and financial rewards. Stay tuned for some exciting developments, as my team and I at Coconut Bay are surely going to shake the tree.”

Bhalla’s varied career has featured an array of hospitality experience. He launched his career nearly 20 years ago at Taj Mahal Intercontinental, where he received extensive training in culinary management, Continental, Chinese and Indian cuisines.

He went on to receive a bachelor’s degree, as well as a master’s in hotel administration from The Scottish Hotel School in Glasgow, Scotland. Combining his training with experience as an executive chef, ingenuity and education, he opened and managed his own restaurant in Toronto. Since then, Bhalla has held positions with Carnival, Caesars Palace, Hilton, including food and beverage manager at Sandals Regency Golf Resort and Spa, St. Lucia, director of food and beverage for Magna Entertainment Corporation,

Canada and beverage manager for Woodbine Entertainment Group of Canada, to name a few.

Situated on 85 coconut palm-fringed acres along St. Lucia's exotic southern coast just five minutes from the Hewanorra International Airport, Coconut Bay Beach Resort & Spa boasts 254-rooms, three swimming pools, a full-service spa, Kidz Klub and the island's largest water park. With a recent multi-million dollar renovation, this all-inclusive resort caters to families, couples and honeymooners alike. For more information about Coconut Bay Beach Resort & Spa visit www.cbayresort.com or call 866-978-6226 or 758-459-6000 to reach the resort directly.

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Media Contacts:

Shannon Schiner / Sara Pearson

Cheryl Andrews Marketing Communications

Tel: 305-444-4033

shannon@cam-pr.com / sara@cam-pr.com