



FOR IMMEDIATE RELEASE

News Release

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JUPITER BEACH RESORT RE-OPENS AFTER MULTI-MILLION DOLLAR RENOVATION

Resort Completes Final Phase with Opening of new Spa in Fall 2005

JUPITER, FLORIDA: The **Jupiter Beach Resort** has re-opened and is now welcoming back guests after a complete renovation and refurbishment. The multi-million dollar facelift, which began in the summer of 2004, has transformed the property into one of South Florida's premier destination resorts. Included in the renovations were the property's guestrooms, public and meeting spaces, and its restaurant. To add additional sparkle to this coastal gem, the resort will also open a new comprehensive, 7,500 square foot spa and fitness center in the autumn of 2005.

"Over the years, the Jupiter Beach Resort has had a very loyal clientele, who favor our quiet seclusion to the hustle and bustle of most Florida resorts," said Jeff Castner, general manager of the resort. "We are dedicated to continuing to serve those guests, as well as a whole new set of clientele, and welcoming them all to the new Jupiter Beach Resort."

Unspoiled, Uncomplicated, Unforgettable... The Jupiter Beach Resort is one of South Florida's best-kept travel secrets. Situated directly on the Atlantic Ocean in northern Palm Beach County, the hotel offers 159 guestrooms and suites nestled along a secluded stretch of beach. The Resort's outstanding selection of on-property amenities and services includes beach activities, tennis and fitness facilities, as well as excellent dining and entertainment options. In addition, the local area offers some of the country's finest golf courses and deep-sea fishing opportunities.

For reservations or more information on the Jupiter Beach Resort, please call (800) 228-8810 or (561) 746-2511, or click to www.jupiterbeachresort.com.

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EDITORS NOTE: Model guestroom photography available upon request



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UNVEILS NEW GUESTROOM PRODUCT



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