

The Naples Beach Hotel & Golf Club Offering Special "Summer Value Rates"

NAPLES, Fla. (March 2006) -The 125-acre Naples Beach Hotel & Golf Club, which overlooks the Gulf of Mexico in Southwest Florida, is offering special "Summer Value Rates" that start at \$159 per room, per night. The special rates are available May 30-September 24, 2006, according to Jim Gunderson, general manager of the family-owned resort, which is Naples' only beachfront resort offering on-site championship golf, a world-class spa, and an award-winning tennis center.

In addition to accommodations, The Naples Beach Hotel & Golf Club's "Summer Value Rates" include complimentary greens fees on the resort's championship golf course, two reserved beach chairs, unlimited tennis, access to the resort's world-class Spa and complete Fitness Center, valet parking, afternoon tea and cookies at 4 p.m. daily, and admission for children ages five to 12 in the Beach Klub 4 Kids supervised child activity program. While the greens fees are complimentary with this special rate, there is a cart fee before 3 p.m.

Taking advantage of the special rate will provide the opportunity to experience Naples' beach, named "America's Best All-Around Beach" in 2005 by the Travel Channel. It also will give you the opportunity to experience the renowned resort, which just completed an impressive five-year \$40 million enhancement.

Guests have the opportunity to play golf on the 18-hole course that was voted "Best Public Golf Course in Southwest Florida" by Gulfshore Life Magazine. You'll also be able to enjoy a large beachfront swimming pool, an award-winning Tennis Center with six Har-Tru tennis courts; the world-class Spa, which offers an array of massage services, body treatments, skincare services, hydrotherapy, and salon services; the Fitness Center; Beach Klub 4 Kids; and an Orchid House, which is home to over 5,000 tropical plants.

Dining options include HB's on the Gulf, Naples' only beachfront restaurant, featuring fresh regional seafood and beautiful sunset views, and Broadwell's, overlooking the resort's golf course. Another "must do" at the resort is to experience the hotel's popular Sunset Beach Bar, named "Best Place To Catch A Southwest Florida Sunset" by Gulfshore Life magazine and "Naples' Best Beach Bar" by the Travel Channel.

Guest rooms and suites are tastefully decorated, all with furnished balconies overlooking the Gulf, the lush grounds, or scenic golf course. Standard amenities include large closets, in-room refrigerator, two telephones with voicemail, modem access, iron and ironing board, hairdryer, in-room safe, cable television, climate control, and security keycards. High-speed wireless Internet access is also available.

Conveniently located just blocks from the fashionable 5th Avenue and historic 3rd Street shopping districts, the resort is also within minutes of Venetian Village, Waterside Shops, Bayfront and Tin City.

Owned and operated by the Watkins family for 60 years, the resort has a rich history in Southwest Florida. Providing a comfortable, friendly atmosphere with impeccable service and first-class amenities, the resort is an exceptional tropical getaway. For more information or reservations, call 1-800-237-7600 or 239-261-2222.

P.R. Contact: Karen Lamonica at (407) 788-7070 or klamonica@firstmarketinggroup.com