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Mexico's Velas Group Rewards Repeat Visitors with Frequent Customer Program

*Velas Signature Members Receive Best Available Rates, Airport Transfers, Spa Rituals and More
at Four All-Inclusive Resorts in Mexico*

Nuevo Vallarta, Riviera Nayarit, Mexico (December 23, 2008) - The Velas Group, which includes three time AAA Five Diamond Award Winner Grand Velas All Suites & Spa Resort in Riviera Nayarit, Casa Velas and Velas Vallarta in Puerto Vallarta and Grand Velas in Riviera Maya, has launched Velas Signature. With points of entry as early as the second visit, Velas Signature is a frequent customer program that rewards repeat visitors with complimentary and discounted nights, golf privileges, high-speed internet, airport transfers, spa rituals, gifts from the boutique, and more.

The Velas Signature frequent customer program has three levels of membership:

- Silver: Obtained during a second visit to any of the Velas Group resorts, Silver membership gives members a complimentary night for two people after every 15 nights accumulated, one guided hydrotherapy ritual in the spa and 10% off published rates on superior room categories.
- Gold: After accumulating 20 room nights, Gold members receive a complimentary night for two people for every 10 nights booked thereafter, one guided hydrotherapy ritual in the spa and 15% off published rates on superior room categories.
- Diamond: Secured after staying 40 nights, Diamond membership allows members to take advantage of a complimentary night for two people for every reservation and 20% off published rates on superior room categories. Diamond members are also rewarded with one complimentary spa treatment, from Collection "A", per room and unlimited access to the Hydrotherapy Ritual Area (only Grand Velas Resorts).

Additional benefits for Velas Signature members include unlimited golf (Casa Velas), bottle of wine or liquor in suite upon arrival (Casa Velas & Velas Vallarta), one adventure tour (Velas Vallarta), two kids' stays free (Velas Vallarta), two rounds of golf per person, per stay (Velas Vallarta), and dinner for two at any of the Velas Group resorts in Puerto Vallarta or Riviera Nayarit. Velas Signature members also receive 10% off items in the hotel boutique, free internet access, airport transfers, early check-in and late check-out (subject to availability), and an exclusive call center phone line at all of the Velas Group resorts. To register for Velas Signature, please call 1-866-495-9902 or visit <http://tinyurl.com/velasignature>.

Since 1988 Puerto Vallarta-based Velas Group has distinguished itself by offering national and international travelers luxurious all-inclusive vacations in Puerto Vallarta, Nuevo Vallarta and Riviera Maya with gourmet cuisine, world-class spas and top quality service. Velas Group has earned numerous prestigious international awards, among them Conde Nast's "Most Excellent Spa Hotel," AAA's 5 Diamond Award, the American Academy of Hospitality Sciences' 5 Star Diamond Award, and more.

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