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BIRAS CREEK RESORT PARTNERS WITH GHML TO DEVELOP INTERNATIONAL MARKET

Virgin Gorda, BVI, January 12, 2009 - Florida-based Global Hospitality Marketing Link has announced a new collaboration with Biras Creek Resort, helping the iconic Caribbean property expand their sales efforts and target the growing international inbound markets to the British Virgin Islands. Through their overseas network of sales offices, Global Hospitality Marketing Link will focus primarily on development of the leisure individual traveler from Europe and Latin America through close partnerships with tour operators and the travel trade.

"Biras Creek Resort is a unique product with an unparalleled setting in one of the world's fastest growing tourism markets," said Eric Hamblen, managing director of Global Hospitality Marketing Link.

Tucked in a private bay on the lush island of Virgin Gorda in the British Virgin Islands (BVI), lies Biras Creek Resort, a hidden oasis set upon a 140 acre nature reserve amidst white sand beaches and the sparkling turquoise waters of the North Sound, Atlantic Ocean and Caribbean Sea. A member of the prestigious Relais & Chateaux hotel group, and celebrated as the 2008 Condé Nast Johansens Most Excellent Hotel in the Caribbean, Biras Creek is a boutique resort known for its island charm, exceptional hospitality, myriad of outdoor activities and the finest dining in the BVI.

"Although Biras Creek Resort had a long tradition of UK-based visitors, we are looking forward to expanding into additional European and Latin American markets. Our international guests seem to have a real appreciation for the uniqueness of the Biras Creek property, our low-key luxury and environmental consciousness are special attractions." said Rik Blyth, general manager of Biras Creek. "We are excited about the opportunity to work with Eric Hamblen and his team at Global Hospitality Marketing Link to attract more guests from all over the world. I've known Eric for years and he is absolutely one of the most knowledgeable international sales and marketing guys around. I have no doubt in his ability to bring additional guests to Biras."

About Biras Creek Resort

Tucked in a private lagoon on the lush island of Virgin Gorda, the third largest of the British Virgin Islands, lies Biras Creek Resort, a hidden oasis set upon a 140 acre nature reserve amidst a white sand beach and the sparkling turquoise waters of the North Sound, Atlantic Ocean, and Caribbean Sea. A member of the prestigious Relais & Chateaux hotel group, Biras Creek is an all-inclusive boutique resort known for its casual elegance, exceptional hospitality, gourmet cuisine and endless island activities. Accessible only by boat or helicopter, Biras Creek is comprised of 31 luxurious suites, most featuring stunning ocean views. The resort also includes a spa, offering

indulgences in the latest in health and beauty treatments. For more information, call (800) 223-1108, or visit www.biras.com.

About Global Hospitality Marketing Link

Based in St. Petersburg, Florida, Global Hospitality Marketing Link was founded in 2005 with the specific purpose of providing cost efficient sales and marketing resources for USA and Caribbean based tourism industry products to effectively target key international markets. With in-market sales offices based in UK/Ireland and Scandinavia, supplemented by affiliate offices in Miami (Latin America sales office) and Russia, the group enables tourism products a focused sales effort tailored to their individual needs through their experience and network of key travel distribution partners handling outbound business to USA and Caribbean. The group is now recognized as a leading international representation company for USA and Caribbean based tourism products.