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### ***Abercrombie & Kent Residence Club Introduces New Boutique Hotel Options in Europe***

*Members may now exchange nights for stays at hotels in London, Paris, and Rome*

DOWNERS GROVE, IL – January 13, 2010 ... The Abercrombie & Kent Residence Club, the largest equity-based destination club in the United States, has introduced new European boutique hotel options for members travelling to London, Paris, and Rome. “We are committed to growing the Abercrombie & Kent Residence Club by providing luxury vacation experiences in some of the world’s most exciting cities,” explains Abercrombie & Kent founder, chairman and CEO Geoffrey Kent. “As innovators in the destination club industry, we know our members will appreciate the opportunity to stay at extraordinary boutique hotels that offer a distinctive sense of place in locations that are not part of the Club’s current portfolio.”

The new properties available to Abercrombie & Kent Residence Club members in 2010 are:

#### **The Goring Hotel – London**

Edwardian-Baroque elegance one block from Buckingham Palace. Recommended by *Travel + Leisure* as the #1 hotel in England and one of the World’s Best Hotels.

#### **The Milestone – London**

Turreted Victorian townhouse hotel with uninterrupted views of Kensington Gardens, within walking distance of the Royal Albert Hall and Natural History Museum. *Condé Nast Traveler* Gold List.

#### **Relais Christine – Paris**

A peaceful haven on the Left Bank, just steps from Notre-Dame and the Louvre. 16th century mansion surrounds a flower-filled cobblestone courtyard. Stylish and comfortable.

#### **The Rose Garden Palace – Rome**

An elegant hotel in the center of Rome, in the most exclusive area of the Via Veneto, within walking distance of the Spanish Steps and Trevi Fountain.

Abercrombie & Kent Residence Club members may exchange their nights on a one-for-one basis for stays that include a full breakfast daily.

The Club’s portfolio includes multi-million-dollar residences in the finest beach, mountain and golf destinations worldwide. Members can also exchange nights towards Abercrombie & Kent travel, such as adventure cruising in the Galapagos Islands, African safaris or European holidays.

# Abercrombie & Kent Residence Club

## Membership Momentum

Equity clubs like the Abercrombie & Kent Residence Club offer a conservative, debt-free model for value-conscious families as an alternative to the purchase of a vacation home. Membership is a smart alternative to owning and maintaining a private residence used only a few weeks each year. In a recent member survey, 97% of the membership base reported complete satisfaction with the Club offering and its services, including their personal Global Experience Manager and on-site Destination Hosts.

**New equity membership pricing** is better aligned with the current real estate market, offering a 40% discount on equity membership through March 31, 2010.

## **Limited-time Equity Membership Pricing**

	One-Time Capital Contribution		Annual Dues
15-Night Annual Plan	Was \$225,000	<b>Now \$135,000</b>	\$17,000
30-Night Annual Plan	Was \$390,000	<b>Now \$234,000</b>	\$29,000
45-Night Annual Plan	Was \$495,000	<b>Now \$297,000</b>	\$42,000

A Two-Year Trial Membership in the Abercrombie & Kent Residence Club is also available for those who want an extended opportunity to experience Club life before making a long-term commitment. Families can enjoy the privacy of spacious homes in popular resort destinations for much less than the cost of comparable hotel suites. Two-year trial members pay normal Club dues plus a 10% premium that will be credited to their capital contribution if they later join as a permanent equity member.

More information on the benefits of membership is available at: [www.akresidenceclub.com](http://www.akresidenceclub.com).

For media inquiries, including image requests, please contact Pamela Lassers at 630-725-3438 or via e-mail at [plassers@abercrombiekent.com](mailto:plassers@abercrombiekent.com).

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