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Final Weeks to Join Abercrombie & Kent Residence Club As a Trial Member with No Upfront Capital Commitment Required *Trial Membership Offer Ends August 31, 2010*

DOWNERS GROVE, IL ... August 2, 2010 – Experience the extraordinary and join as a trial member of the Abercrombie & Kent Residence Club before August 31, 2010, and enjoy unprecedented access to the Club's portfolio of multi-million dollar residences and worldwide travel experiences. This limited-time offer enables qualified individuals to experience all the benefits of Abercrombie & Kent Residence Club membership **with no up-front capital contribution required.**

Trial members pay normal Club dues with a 10% premium -- a premium that will be credited to their capital contribution should they later join the Club as a permanent equity member. Trial members can choose from a 15-night, 30-night or 45-night annual plan, and they can immediately reserve and enjoy residences owned by the Abercrombie & Kent Residence Club, complete with A&K's world-renowned service from start to finish.

"This trial offer is designed for those considering a second home or who simply want an extended opportunity to experience Club life before making a long-term commitment," says Abercrombie & Kent Residence Club President Scott Wiseman. "Families can enjoy the privacy of a spacious home in their choice of popular resort destinations for less than the cost of comparable hotel suites. And Club membership is an affordable, maintenance-free alternative for those considering the purchase of a second home."

Each spacious residence – typically 4,000 square feet with four bedrooms and at least four bathrooms – is a comfortable home away from home for family and friends, and the perfect place for sharing life's most cherished moments.

Abercrombie & Kent Residence Club

Trial Members may choose from the Club's portfolio of multi-million-dollar residences in the finest beach, mountain and golf destinations, including the Turks & Caicos, Deer Valley and Kiawah Island. A Global Experience Manager handles all the details and arranges "insider access" experiences like a private, behind-the-scenes tour of the Turtle Hospital at the South Carolina Aquarium, the chance to ski with an Olympic legend in Sun Valley or meeting the artist-in-residence at the Jackson Hole Center for the Arts.

Nights can also be exchanged for credit towards Abercrombie & Kent travel, including family cruises in the Galapagos Islands, an African safari or a trip to Antarctica.

A Trial Membership includes the full range of Abercrombie & Kent Residence Club services:

- A dedicated Global Experience Manager to orchestrate every aspect of your stay and provide expert travel recommendations
- Pre-arrival grocery shopping
- Daily housekeeping
- The superior local knowledge and concierge services of a Destination Host

Until August 31, 2010, Trial Memberships in the Abercrombie & Kent Residence Club are available beginning at \$18,700 per year for 15 nights. For more information:

www.akresidenceclub.com/trialoffer

Terms & Conditions

1. Trial Membership Offer subject to availability. All Club travel must conclude by December 31, 2011.
2. One-time security deposit of \$5,000 required and will be refunded within 45 days of the conclusion of Trial Membership.
3. Trial Membership dues represent a 10% premium over the annual dues paid by equity members. No upfront capital contribution required for the Trial Membership.

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Abercrombie & Kent Residence Club

About Abercrombie & Kent Residence Club

www.akresidenceclub.com

Membership in the largest equity-based destination club in the industry offers a wide choice of vacation travel options around the globe. The Club's property portfolio, from private residences to European villas and urban apartments, is unparalleled. Members can also exchange nights towards Abercrombie & Kent travel, including African safaris, family holidays in Italy and Egypt, and adventure cruises in the Galapagos and Antarctica.

2010 equity membership pricing

	One-time Membership Capital Contribution effective July 1, 2010	Annual Dues
15-Night Annual Plan	\$145,000	\$17,000
30-Night Annual Plan	\$250,000	\$29,000
45-Night Annual Plan	\$320,000	\$42,000

About Abercrombie & Kent

www.abercrombiekent.com

Born as a safari outfitter in 1962, Abercrombie & Kent's travel services now extend around the globe to more than one hundred countries on all seven continents. The company built its award-winning reputation by being the first to bring unexpected comforts and amenities to remote destinations. Small group or tailor made private travel with Abercrombie & Kent combines the convenience, service and security of a U.S.-based company with support 24/7 from a network of 62 on-site offices that ensure "by invitation only" access to inspiring experiences in a personalized, low profile and intelligent style.