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PRESS RELEASE

Elegant Resorts, the UK's leading luxury tour operator announced today that it had further strengthened its partnership with LuxuryBARED Limited by taking an equity stake in the company.

Both companies share a common view on trends in the luxury travel sector in the UK as well as significant opportunities in a wider global market. Elegant Resorts strong brand positioning and industry-leading reputation sits well with LuxuryBARED's unique global membership concept and on-line booking strengths.

Michelle Sephton, Managing Director of Elegant Resorts commented, "both Elegant Resorts and LuxuryBARED have always had a strong commercial relationship however over time it has become clear we also have a very similar strategic vision. The synergies between both organisations are strong and it made sense that we should take an equity stake in LuxuryBARED. The company's technology driven approach complements our proven and successful business model very well".

Grant Holmes, Founder & CEO of LuxuryBARED, agreed, "we share a common vision as to the future of luxury travel and both Elegant Resorts and ourselves see significant opportunity both right here on our doorstep as well as in key global markets. I am delighted to be working closely together to bring luxury travel and concierge services, each in our own way, to existing, new and potential clients globally."

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