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ORIGINAL GROUP

ORIGINAL RESORTS REBRANDS AS ORIGINAL GROUP.

FOR IMMEDIATE RELEASE

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Original Resorts, the leading Mexican expert of adult hospitality and creator of world-renowned collections, is rebranding as Original Group, as the company continues to grow and diversify its vast array of offerings. The company's branding relaunch includes a new name, a new logo, and an exciting new website, original-group.com, detailing its hospitality collections aimed at a discerning, sensual clientele.

"Our new name reflects how we have come to grow over the years into a strong, successful brand, with an ever expanding array of offerings for our sensually oriented, high end clients who are always on the search for luxurious, secure yet spicy experiences in a variety of environments," said Rodrigo de la Peña, CEO of Original Group. "We're thrilled by this rebranding launch, which allows us to better tell the story of our more than 35 years of experience creating the perfect sensual atmosphere for adults."

Original Group offers a broad range of experiences for discerning adult (21+) vacationers seeking a sensual couple's experience in the company of like-minded travelers, all under the care of exceptionally well trained staff catering to every need.

The group boasts an impressive portfolio of brand labels: Desire, Temptation, Premier, Swingee, Marina Hacienda Del Mar and developments.



Calle Sierra, SM. 9, Mz. 3, Lt. 17-1, Cancún, Quintana Roo, C.P. 77500.

T: +52 (998) 193 2221 • original-group.com

The Desire experience includes the all-inclusive resorts Desire Riviera Maya Pearl Resort and Desire Riviera Maya Resort, along with Desire Venice Cruise, each designed for couples only, offering guests a unique, clothing-optional atmosphere, with a sense of freedom outside of conventional environments.

Temptation Resort Cancún, the “Playgrounds for Grown-Ups”, offers chic topless experiences in an exclusive party atmosphere on land and sea. It recently closed to undergo renovations under the guidance of “sensual minimalism” designer Karim Rashid. Set to re-open in August 2017, Temptation’s seven-story building will redefine Cancún’s skyline, stimulating guests with a sensual vibe throughout the entire property, including newly designed rooms and suites, pool, state-of-the-art shows, eight specialized restaurants, five bars and other fabulous amenities.

With its objective of increasing customer loyalty and providing a repeat client base an exclusive vacation experience, Original Group’s vacation club Premier focuses on rewarding members with exclusive privileges, room upgrades and personalized service, in oceanfront facilities on the spectacular beaches of Cancún and the Mayan Riviera.

The most sensual online community in the world, Swingee specializes in adult entertainment where users can interact with high profile celebrities, hotels and lifestyle brands around the world, without censor, in a safe, consensual environment.

For over 20 years, the Marina Hacienda Del Mar has offered a vast American-style dock with capacity for any yacht, motorboat or vessel, 24-hour access to the sea, its highly trained staff providing exceptional round-the-clock service to clients with high expectations.

Original Group also has several developments in both Cancun, Puerto Morlos and Isla Mujeres for current and future growth opportunities.

For more information on Original Group, visit www.original-group.com.

About Original Group

Original Group is a Mexican firm active in the hotel sector, cruise industry, real estate, marina and vacation club. With over 35 years of overwhelming success, Original Group specializes in offering paradise seekers unique experiences, for adults only, in top destinations around the world. Original Group’s world-renowned collection is comprised of Desire, Temptation, Premier, Swingee, Marina Hacienda Del Mar & Real Estate Business. For more information, visit www.original-group.com.



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