



DESIRE GOES BEYOND SEDUCTION WITH A SENSUAL REBRANDING

FOR IMMEDIATE RELEASE

Cancun, Quintana Roo, Mexico, October 24, 2016 – Desire by land and Desire by sea. True erotic passion cannot be contained. Like the curious love of a sensual couple itself, Desire Resorts and Desire Cruises are growing and consolidating, rebranding and uniting under one as “Desire.”

Desire’s new skin – embodied in a new sensual look and feel - is more elegant and exclusive, reflecting guests’ freedom and independence, passion for new experiences, energy, sensuality and the bond they have with the brand. The new Desire invites visitors to live a fantasy “Beyond Seduction.”

“Like the ever-expanding true desire between couples themselves, Desire reflects our strong, successful brand, with its romantic offerings on both land and sea for our sensually oriented, sophisticated 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 continue to expand and create innovative sensual experiences for adults.”

The company’s branding relaunch involved creating a new distinctive icon inspired by passion, desire and sexuality. The new slogan, “Beyond Seduction” embodies the sensual and elegant vibe of the brand. Both the resort and cruise offerings will be available on the new website: www.desire-experience.com.

With the launch of its new Mediterranean cruises, Desire is going beyond its all-inclusive resorts Desire Riviera Maya Pearl Resort & Desire Riviera Maya Resort in Mexico. Sensual sanctuaries at sea, Desire Cruises will offer provocative luxury and spectacular spaces, perfectly combining relaxation and fantasy with breathtaking views of extraordinary destinations. These unique experiences include the latest in adult entertainment, couples workshops, indoor/outdoor playrooms, gourmet dining, brand name beverage service, first-class accommodations, all in an erotic, clothing-optional, adult (21+) couples-only atmosphere.

Desire is a division of Original Group, the leading Mexican expert of adult hospitality and creator of world-renowned collections which has also rebranded from Original Resorts, to reflect its continued expansion into a variety of sectors. The company’s offerings are designed for adult couples only (21+), providing unique, open-minded environments free of convention and daily concerns.

ABOUT DESIRE

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. These unique experiences include the latest in adult entertainment, provocative theme nights, couples' workshops, indoor/outdoor playrooms, gourmet dining, brand name beverage service, first-class accommodations, all of which stay true to our erotic, clothing-optional, couples-only atmosphere. For more information, visit www.desire-experience.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.