



Temptation Announces Expansion Plans with New Dominican Resort Opening in 2019

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The Adult-Centric, All-Inclusive Resort Concept Will Continue to Lead the Adult Vacation Business with Official Plans to Expand Globally

FOR IMMEDIATE RELEASE

Cancun, Quintana Roo, Mexico, June 26, 2017 — Temptation, the number one adult-centric, all-inclusive resort in Cancun, has announced plans to expand its portfolio internationally with a new resort in Punta Cana, Dominican Republic. The new project announced today is in addition to the brand's forthcoming, highly-anticipated multi-million-dollar renovation of Temptation Cancun Resort, scheduled to reopen this August. This expansion is the beginning of a global growth plan to bring the brand and its mission to new audiences.

The new location in Punta Cana on the northeastern coast of the Dominican Republic, marks an exciting chapter for Temptation, positioning the brand at the forefront of the adult vacation industry. As the "Playground for Grown-Ups," Temptation will maintain the topless-optional, adults-only, all-inclusive concept. Scheduled to open in late 2019, Temptation will feature 496 guestrooms and suites and will be set on 62 acres of landscaped grounds.

"The life-changing experience we have provided our guests for the past ten years with Temptation Cancun Resort, in a relaxing, fun and sensual atmosphere, has made us leaders of this segment in Mexico," said Rodrigo De La Peña, CEO of Original Group. "This success, combined with our market expertise and our entrepreneurial and daring spirit, has led us to our next, exciting stage. Our new resort in the Dominican Republic, set to open at the end of 2019, is the first part of our ambitious plans to continue expanding and establishing ourselves as the leaders of the adult travel industry worldwide."

Currently undergoing a significant revamp, Temptation Cancun Resort will redefine Cancun's skyline with a seven-story multicolor façade, 430 newly designed rooms and suites, as well as restaurants, bars and much more. The anticipated redesign is being led by popular "Sensual Minimalism" designer Karim Rashid and has already received numerous accolades in the design industry, including the 2016 Construction & Engineering Awards.

Additional locations and plans for expansion will be announced at a later time.

For more information, visit www.temptation-experience.com.

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ABOUT TEMPTATION

Temptation Cancun Resort is an all-inclusive resort in the Mexican Caribbean for the free-spirited world traveler 21 and older. We provide the atmosphere for a sensual vacation with unique entertainment, performances, and vibrant parties. You do the rest. It's the perfect place to mix and mingle. Come alone or with friends. Meet a new friend friends. Or just relax and enjoy. We're here and we're waiting for you.

Visit our [website](#). Follow us on [Facebook](#) and [Instagram](#). Call us at 1 (877) 485-8367.

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 Resort & Cruises, Temptation Resorts, Premier Vacation Club, Swingee On-line Social Club, Marina Hacienda Del Mar & Developments. For more information, visit www.original-group.com.