

MEDIA CONTACT:
Peter Kalenak, Director of Marketing
pkalenak@worldtravelholdings.com
Villas of Distinction
Telephone: (617) 587-6830

VILLAS OF DISTINCTION ANNOUNCES 'BEST VALUE' PROMOTION
Up to 20% Discounts and Free Nights on Luxury Villa Vacations

PETALUMA, CA (Jun. 16, 2008) — Villas of Distinction, one of the largest villa rental companies in the U.S., today launched its “Best Value in Luxury Villa Rentals” promotion featuring exclusive discounted stays at private luxury villas in the Caribbean, Mexico, and Europe. While luxury villa rentals are often perceived to be out of reach for the typical family, this promotion clearly shows that it’s not necessary to sacrifice value in order to have luxury. Travelers can have both this vacation season.

Making luxury travel affordable to families this summer is one of the primary goals of the “Best Value” promotion. Effective immediately and running through fall, travelers can receive exclusive deals on select villa rentals in top luxury travel destinations like Jamaica and Turks & Caicos. From 20% discounts off the normal rates to free nights, these offers will allow traveling families to have the luxury experience they want at an exceptional value.

For instance, Bajacu, a magnificent five-bedroom estate surrounded by lush, tropical gardens and a breathtaking view of the sea in Turks & Caicos, is offering a “Pay-for-6-Nights, Get-1-Free” promotion through December 2008.

Luxury villas in Mexico are gaining popularity for families seeking white-sand beaches and close proximity to the U.S. mainland. In Los Cabos, Villas del Mar is also offering a “Pay-for-6-Nights, Get-1-Free” promotion. Each of the villas at this resort is staffed with a private butler who will discreetly cater to a vacationer’s every whim, from drinks by their villa’s private pool to dinner reservations in nearby San Jose del Cabo.

The villa vacation experience in Europe is also rapidly increasing in popularity, and families that take advantage of the “Best Value” promotion can travel to Ireland and stay at Lismacue House, a luxurious five-bedroom Georgian country house set in the heart of the country. Offering 20% discounts through December 6, 2008, this is the ideal home for anyone wanting to explore the verdant countryside or historic cities of Ireland this summer.

The complete, and growing, list of exclusive offers included in the “Best Value in Luxury Villa Rentals” promotion can be found on the Villas of Distinction homepage as well as on the “Villa Specials” page. The booking dates for most of the deals in the “Best Value” program runs from today through December 31, 2008, excluding major holidays.

For more information on the “Best Value in Luxury Villa Rentals” promotion, please contact Maya Offenbach, Villa Product Manager, at 617-587-6829 or moffenbach@worldtravelholdings.com.

About Villas of Distinction

Established in 1989, Villas of Distinction is the pioneer in the luxury villa rental market with villa rentals offered in the Caribbean, Costa Rica, Mexico, Hawaii, Tuscany, Italy, Greece, the South of France and Napa & Sonoma. A villa vacation transcends the privacy and luxury of the residence. These large vacation homes range in size from two to 20 bedrooms and most feature a private pool. Many villas include butler and maid service, and, if desired, a chef to create meals catered to the vacationer's personal preference.

The Villas of Distinction team of reservation specialists can help plan the complete villa vacation experience from selecting the best destination for the traveler's particular preference to satisfying yearnings for a lush Caribbean villa or charming European farmhouse. Villas of Distinction offers discount airfares to all destinations where it has villa properties through airline partners including: American Airlines, Delta Air Lines, United Airlines, US Airways and Alaska Airlines. Hertz is the worldwide car rental partner providing the most competitive rates and the largest selection of automobiles. Villas of Distinction Reservations: 800-289-0900, www.VillasofDistinction.com.