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**AS PART OF MULTI-MILLION DOLLAR RENOVATION, VIRGIN GORDA'S
LEGENDARY BITTER END YACHT CLUB DEBUTS NEW SUITES**

Resort Style Now on Par with International, Sophisticated Clientele

NOVEMBER 5, 2007, Virgin Gorda – As part of its recent multi-million dollar renovation, Bitter End Yacht Club in Virgin Gorda has introduced a bit of island sophistication to the resort's once traditional décor, upgrading 30 of their Beachfront Villas without compromising the hideaway's historical charm and unpretentious, barefoot elegance. To be completed in November 2007, the luxurious new suites, redone in a more modern, Eastern-influenced interior design, are one of many property upgrades, indicative of the resort's continued commitment to vacation excellence.

The refreshed décor comes compliments of renowned Miami-based interior designer Barbara Hulanicki who gracefully integrated Italian-tiled bathrooms, teak vanities, custom-designed bedroom and common area furniture into each of these open-air custom suites. Bright blue, orange and gold Eastern and Caribbean-inspired fabrics round out the refurbishment, rejuvenating the bedspreads and pillowcases, which coordinate beautifully with the new en-suite art and the unparalleled sea views. All materials were designed by Hulanicki exclusively for the Bitter End Yacht Club and were inspired by the resort's owners, the Hokin family.

“Our beachfront accommodations are legendary – every room has a wraparound porch and hammock, along with a fantasy view of the Caribbean Sea. The open-air ‘tree house’ style captures the tradewinds and has been our architectural signature for decades. It was time to rejuvenate the interiors in a manner that is consistent with the understated sophisticated style that is Bitter End,” said Dana Hokin, Managing Partner, Bitter End Yacht Club. “My favorite addition? The six-foot mirror over the vanity that reflects the view.”

Additional upgrades include enhancements to Bitter End's Main Street. Bitter End's Pub underwent major expansion, completed in summer 2007, and is now operating as a full-service restaurant, featuring a brick pizza oven. The Pub is gaining a reputation for having the best pizza in the BVI as well as its flying fish sandwiches and Rotis. The Pub also serves as a relaxed sports venue – five flat-screen TVs showcase sporting events from around the world; a pool table, foosball and several dart boards have quickly made the Pub *the* hangout of the yachting crowd.

A charming new Caribbean building is now home to the famous Emporium, a provisioning center for private yacht chefs seeking homemade baked goods, fresh fish and meats, and wines, rums and other essentials. The Emporium has been catering to the cruising yachtsmen's need for fresh provisions for over 20 years. In addition, the megayacht dock, completed in 2007, offers docking for megayachts up to 145 feet.

Now going into its second season, Bitter End's full-service Spa has expanded, offering island-inspired treatments by the sea, in the privacy of a guestroom or in one of their four private treatment rooms.

Rates for the refurbished suites start at start at \$650 per night, based on double occupancy. The new suites can also be booked as part of one of Bitter End's signature Admiral Packages, including seven-nights accommodation, unlimited use of the Club fleet of over 100 boats, three meals daily, Course 101 at the Bitter End Sailing School, 15 weekly private snorkeling and blue water excursions, as well as themed dinner and cocktail parties and participation in Bitter End celebration events.

Background:

The Bitter End Yacht Club, an island outpost known for its historical charm and exclusivity, is accessible only by sea and has been luring sea-lovers from across the globe for more than 30 years. Located on the protected waters of North Sound on the lesser-known island of Virgin Gorda (British Virgin Islands), the lush, beachfront resort is a sailing and water sports mecca, thanks to its near perfect year-round sailing conditions, eternal sunshine and crystal-blue waters. Known for its casual, safe, communal atmosphere and robust activity programs, Bitter End is a favorite destination for couples, families and groups, many of which who return year-after-year.

Guests can learn to sail at Bitter End's U.S. Sailing-accredited Sailing and Windsurfing School, dive with the world-famous Kilbrides Sunchaser Scuba or take advantage of the resort's legendary Club fleet, featuring over 100 well-maintained watercraft, and its more than 15 weekly excursions to many of the BVI's treasured islands and reefs.

The resort includes more than 85 beachfront, bungalow-style guest rooms, the world's largest complimentary fleet of watercraft, 70 moorings and 20 slips, an on-site sailing school, two restaurants, a full-service spa, an Emporium, shops, a freshwater pool and three private beaches. The barefoot elegance that characterizes this island outpost is why Bitter End is regularly hailed as one of the top full-service resorts in the world.

The Bitter End Yacht Club is just 12 miles from Tortola, 30 miles from St. Thomas and 75 miles from Puerto Rico. For more information or to make reservations, call 800-872-2392 or visit www.beyc.com.

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