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# PRESSRELEASE

## CSA to Create Punta Nizuc Brand

New York, NY, October 21, 2005 – With the worst hurricane season in history behind us, resorts along the Mexican coast have begun to rebuild - and those that were in the planning stages are ready to proceed. One of the most prominent projects in the latter category is a stunning new luxury destination just south of Cancun: Punta Nizuc.

Developer Alan Becker selected Carbone Smolan Agency (CSA) to create the brand for Punta Nizuc, which will open in the Spring of 2007 with a five-star hotel and luxury residential units, all designed by Becker Arquitectos, as well as a team of renowned specialists in different fields. This team includes three Architects from Dallas, Richard Brayton from Brayton + Hughes Design Studio for interiors in San Francisco and EDSA from Ft. Lauderdale.

The property, which was previously owned by the Mexican government, sits on the grounds of a historic Mayan landmark. Its spectacular views, pristine beaches, calm waters and extraordinary coral reef have attracted heads of state and dignitaries from across the globe. Horst Schultze's West Paces Group will operate the new hotel. Schultze was the mastermind behind the Ritz Carlton.

"The history and the location, combined with a superior level of service, will create an unparalleled atmosphere for high-end travelers," says Becker. "Partnering with CSA will ensure that our guests enjoy a seamlessly branded experience."

"Currently, Punta Nizuc is in an excellent position to become a premier luxury resort," says Jill Wittnebel, Project Director of CSA. "The property is tranquil and unspoiled. We will create a brand and communications program that reflects those qualities and attracts sophisticated, elite travelers."

In addition to the new Punta Nizuc brand, CSA will design a website, marketing collateral, an advertising campaign, and all of the property's signage.

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