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**VICEROY RIVIERA MAYA'S 'FLY FREE' OFFER
IS AN "IRRESISTIBLE INCENTIVE"**

Riviera Maya, Mexico, April 19, 2012 – Spend four heavenly days vacationing at the Viceroy Riviera Maya (www.viceroyrivieramaya.com) and the resort will pick up your airfare.

The all-villa Viceroy Riviera Maya's "Fly Free" program offers reimbursement of air tickets for up to three guests, the maximum occupancy in one villa, when you stay at least four nights. The reimbursement per villa ranges from \$800 to \$3500, depending on the season and the villa category you book.

"Travelers are looking for more value today and our Fly Free program is an irresistible incentive," said General Manager Pedro Lara.

Fly Free is offered for stays now through December 19, 2012. Guests buy their own airfare and then at check-in present their receipt. The resort will apply the ticket amount, up to the maximum allowance for their villa category, as a credit to the bill. The credit may be applied towards food and beverage and spa services, but not the gift shop, spa retail or outside activities.

The offer is subject to availability and blackout dates, and is not combinable with other promotions, offers or packages. It does not apply to group or corporate contracts. For more information and reservations, contact Viceroy Riviera Maya at 866-332-1672 or reservations@viceroyrivieramaya.com.

Viceroy Riviera Maya's sister property in Mexico, Viceroy Zihuatanejo (www.viceroyzihuatanejo.com), is also offering a Fly Free program. For more information and reservations, contact Viceroy Zihuatanejo at 866-905-9560 or vz.info@viceroyhotelsandresorts.com.

The Viceroy Riviera Maya is a serene hideaway of sugary-white sands lapped by the warm Caribbean and a jungle ambiance of ferns, palms and guava trees. The resort merges every luxury amenity with dramatic sea and jungle, bringing together the best of the destination. All 41 villas feature a private patio and plunge pool, outdoor shower, and a high-ceiling, thatched-palapa roof that resonates with the jungle environment. Guests enjoy fine dining on the sea-view loft of La Marea, Mexican-Mediterranean fare at beachside Coral Grill, and state-of-the-art workout equipment in the fitness center. The resort has its own pier where guests can sunbathe, enjoy

massages, savor romantic dinners, and may be conveniently picked up by boat for snorkeling, diving and other excursions. The six-acre resort is on the Caribbean coast of Mexico's Yucatan Peninsula 40 miles south of Cancun International Airport, and three miles north of popular Playa del Carmen, known for its beach scene, restaurants, boutiques and nightlife.

About Viceroy Hotel Group

[Viceroy Hotel Group](#) delivers one-of-a-kind lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. Signature brand amenities and services created for the diverse business and leisure guests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current properties include hotels and resorts in **Abu Dhabi, Anguilla, Beverly Hills, Maldives, Miami, New York, Palm Springs, Riviera Maya, Santa Monica, San Francisco, Snowmass, St. Lucia** and **Zihuatanejo** with a forthcoming property in Bodrum, Turkey.