



EAST WINDS INN NAMED MAJOR AWARD WINNER FOR THIRD STRAIGHT YEAR

TRIPADVISOR 2010 TRAVELER'S CHOICE AWARD ONE OF TOP TEN ALL-INCLUSIVE HOTELS IN THE WORLD

The Management of *East Winds Inn*, one of the Caribbean's few remaining authentic style beachfront resorts, situated on tranquil LaBrelotte Bay in St. Lucia, West Indies, is extremely pleased to announce for the third straight year, their winning in a major award category by TripAdvisor - one of the world's leading and most respected unbiased on line hotel review services.

For the 2010 year, East Winds Inn ranked in the prestigious category of *Top 10 All-Inclusive Hotels in the WORLD*, the third year in a row that the resort has earned this recognition as one of the world's premiere holiday experiences. This year, TripAdvisor eliminated their former category of *Top 100 Luxury Hotels in the World*, for which East Winds Inn was also named in 2008 and 2009. East Winds Inn was the only hotel to achieve this honour from the entire Eastern Caribbean region. This year's award represents the results of direct published feedback from guests who have stayed at the hotel, and are reported in the 2010 winners of the World Traveler's Choice Awards, as published on the TripAdvisor website.

“Once again, in the midst of a highly competitive tourism environment, we are extremely pleased with this recognition by our valued guests – both new and repeat visitors. Winning such an award for the third straight year is indeed gratifying, and speaks to the authenticity of our guest experiences. While many of our clientele have been staying with us at East Winds Inn for years, it is rewarding to see so many new, satisfied faces who have vowed to return” stated Gareth Leach, General Manager and a key figure at the resort. “Without the consistent and genuine desire to please from our dedicated and long term staff, we could neither achieve nor maintain such a high level standard of service to our valued clients. The ever-increasing expectations associated with public awards such as those we have received for the past three years from TripAdvisor, Virgin Holidays and National Geographic Traveler make continued favourable adjudication by our satisfied guests a real challenge and achievement – one which we do not take lightly, and which we will endeavour to uphold for all future visitors to East Winds Inn”

East Winds Inn has benefited from new ownership over the past four years, with the initial introduction of the Caribbean's first concert Steinway grand piano setting the tone for the future of the hotel. The majority of the public areas and furniture have also received upgrades, as have the lush and spacious gardens, accommodating only 30 rooms on 12 acres - which are clearly well accepted by the majority of guests. This has resulted in numerous awards for the hotel, from the traveling public as well as travel agents and tour operators. A new yoga centre and activities pavilion were opened in the fall of 2009, increasing the amenities and activities, but not the room count at the resort.

The honour of once again being recognized by our guests and our peers as one of the World's most desirable holiday destinations confirms our stated ambition to retain the quaint charm and character of this unique resort is working. At the same time, we will continue to offer the service and comfort expected of a top class Caribbean resort in today's competitive hospitality industry," stated George and Marilyn Reti, General Partners of East Winds Inn. "To once again be so favourably recognized by our valued guests is truly rewarding."

For more information on East Winds Inn, please visit www.eastwinds.com, or TripAdvisor www.tripadvisor.com.