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LEARN IN LUXURY: EXCLUSIVE LUXE APA PHOTO RETREAT AT EL DORADO MAROMA, A BEACHFRONT RESORT, by Karisma

Learning Vacation Includes Workshops Onsite and Photo Excursions Offsite in Riviera Maya

MIAMI (April 21, 2008) – El Dorado Maroma, A Beachfront Resort, by Karisma, a Gourmet Inclusive® property located along the Riviera Maya, Mexico, and LUXE Destination Events, a boutique consulting firm and travel agency specializing in luxury destination events in the Caribbean and Mexico, invites travelers on an exclusive photo retreat from Aug. 15 – 19, 2008. During this learning vacation, famed photographer and founder of The Academy of Photo Arts (APA) Studios, Richard Emmanuel, will host intimate photography courses, followed by excursions to some of the Riviera Maya’s historical sites where participants will put their newly acquired skills to use.

“While vacations are always an opportunity to have unforgettable experiences, this photo retreat is truly unique as it will allow visitors to capture their memories through personal and professional quality pictures,” said Mandy Chomat, vice president of sales and marketing at Premier Worldwide Marketing, the exclusive worldwide representative of El Dorado Maroma, A Beachfront Resort. “We are very excited to take our Gourmet Inclusive offering one step further, allowing guests to savor an enjoyable and challenging vacation while connecting with one another at El Dorado Maroma’s picturesque beachfront setting.”

During the five day LUXE APA Photo Retreat, 40 guests with all levels of photography experience will have the opportunity to work alongside Emmanuel and his team in a series of intimate workshops, featuring instruction on lighting, working with models, perspective, documentary and storytelling styles, and even classes on photography at night. Following each daily session, groups will venture out on excursions to the nearby jungle; Chichén Itzá, one of the Seven Wonders of the World; and the archeological sites at Tulum, an ancient Mayan city perched on a bluff over the Caribbean Sea, among other must see photo opportunities.

President of LUXE Destination Events, Matt Soloway, commented, “We are committed to offering travelers the ultimate in customized vacations and are thrilled to be partnered with El Dorado Maroma and APA Photo Tours for this exclusive opportunity. The LUXE APA Photo Retreat will showcase one of Riviera Maya’s premiere boutique resorts, the natural beauty and culture of the destination as well as the satisfaction of learning the art of photography.”

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“This intimate photography retreat provides visitors the chance to experience photography in an exotic setting among a community of people who share a similar passion for travel and imagery,” said Emmanuel. “During this vacation, advanced photographers will revel in the opportunity to bolster their portfolios with extraordinary access, while beginners and intermediates will enhance their skills at being better image-makers in the relaxing, culturally rich Riviera Maya.”

Emmanuel, founder and director of APA Photo Tours, a private educational institution dedicated to the development and training of individual photographer, hosts workshops inspired by real world journeys and photo safaris. Emmanuel's portfolio includes Her Royal Highness Princess Anne, Pope John Paul II, and former US Secretary of State Colin Powell. He has been prominently featured on A&E, CityTV and the Global Television Network as a world-renowned photographer and industry expert.

While staying at El Dorado Maroma, guests of the LUXE APA Photo Retreat will have the opportunity to relax and savor the resort's signature Gourmet Inclusive amenities including: beach butlers, who provide tanning products, reading materials, mineral water vaporizers, beverages, food, and other conveniences; signature beachfront Sky Massage, where guests receive their treatments on an elevated platform on the beach, affording them total privacy and total immersion in ocean and air; and above average dining experiences. Located on renowned Maroma beach, El Dorado Maroma is ideal for those seeking active relaxation in an intimate 72 suite resort setting with Infinity pool ocean view swim-up suites, lavish spa and full concierge.

Rates for the LUXE APA Photo Retreat at El Dorado Maroma, A Beachfront Resort, by Karisma begin at \$1,995 per person for a 4 night/5 day stay in a Swim-Up Jacuzzi Suite including the Gourmet Inclusive experience including all meals and beverages in a cash-free environment. Transportation to and from the airport and tours will also be included. Upon completion, guests will receive an APA Photo Certification. Photo retreat reservations can be booked by calling 1-888-LUXE933 or photoretreat@LUXEdestinationevents.com. (Participants are required to bring a camera, digital cameras are preferred. For more details and recommended photo equipment contact LUXE Destinations Events.)

For press inquiries, please contact Jenn Myres at 619-234-0345 or visit www.eldorado-resorts.com.

About LUXE Destination Events

LUXE Destination Events and LUXE Destination Weddings is North America's premier destination event consultancy and travel agency. With a reputation for hand-crafting distinctive experiences at the world's most exclusive and sophisticated resorts, LUXE offers impeccable service to each of its clients. Whether planning a corporate retreat for 500, or intimate nuptials for 50, LUXE maintains the integrity of each event by ensuring perfection is the only standard. www.luxedestinationevents.com.

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About El Dorado Spa Resorts & Hotels and Azul Hotels by Karisma

El Dorado Spa Resorts & Hotels and Azul Hotels by Karisma is a premier hotel collection operating properties throughout the Riviera Maya, Mexico, where guests savor a Gourmet Inclusive experience that fosters togetherness. El Dorado Spa Resorts & Hotels and Azul Hotels by Karisma growing portfolio is comprised of Azul Beach Hotel by Karisma; El Dorado Royale, A Spa Resort by Karisma; El Dorado Seaside Suites by Karisma; and El Dorado Maroma, A Beachfront Resort, by Karisma. Properties have been honored with the industry's top accolades including, *Conde Nast Traveler's* "Top 100 Hotels in the World," *Conde Nast Traveler's* "Gold List," *Forbes'* "Top 10 Most Romantic Hotels," TUI Travel PLC's "Hotel of the Year," and AAA's "Four Diamond Award." Karisma has received worldwide recognition for its creative approach to hospitality management and product innovations including resorts with swim-up suites, Infinity balcony pools, beach butlers and cash-free transactions. Premier Worldwide Marketing is the exclusive worldwide sales and marketing representative for Karisma Hotels & Resorts. For reservations, please call 1-866-KARISMA or visit <http://www.karismahotels.com>.

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