

For Immediate Release



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The Luxus Group Launches Lifetime Experiences by Luxus

EDMONTON, AB—On Thursday, October 11, 2012 Luxus Vacation Properties (LVP) formally announced the launch of Lifetime Experiences by Luxus to their Owners. Not to be confused with a typical vacation, Lifetime Experiences offers unique, one in a lifetime opportunities out of the ordinary. With two inaugural packages featuring a trip to the Masters 2013 and music's biggest night, at the 2014 Grammys, Lifetime Experiences kicked off with style.

Luxus collaborated with the industry's best VIP Tour Operators to ensure that the highest level of detail and consideration is put into each package. Every detail is expertly planned by The Luxus Team and worldwide partners to ensure specific travel needs are catered to. Whether it's chartering a private jet, organizing an in-house gourmet chef, or finding those "impossible to get" special events tickets, Lifetime Experiences is sure to deliver exceptional vacations.

"I was humbled and honored when our 2014 Grammy's Lifetime Experiences package sold out in less than 24 hours", says LVP president Stephen Petasky. Petasky's

mission is to enhance the hospitality experience for Luxus Owners and strives to offer extraordinary opportunities for Owners with the addition of Lifetime Experiences. "We want to build on this success and add additional experiences to our list including a world-class fishing expedition in Queen Charlotte, an East African Safari, the 2014 Ryder Cup in Gleneagles, Scotland, and trip to the 2014 Winter Olympics in Sochi, Russia."

Highlights of the incredibly popular Grammy's 2014 package include:

- ◆ Private air transfer to Los Angeles
- ◆ A three night stay Hyatt Regency Century Plaza, Beverly Hills, and private welcome reception
- ◆ Tickets to The Grammy's in a luxury, hosted Sky-Box suite
- ◆ Tickets to the official and very exclusive Grammy's after-party

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About Lifetime Experiences by Luxus

Lifetime Experiences offers Luxus Owners access to some of the world's most exclusive events and desirable bucket-list experiences. Leveraging a network of worldwide partners, and expertly planned by The Luxus Group, each vacation package is tailored to provide truly incredible once-in-a-lifetime experiences. Current and planned trips include The Grammy's, NYC Fashion Week and The Masters.

About The Luxus Group

Established in 2007, The Luxus Group is a professional property management company and real estate private equity group which connects lifestyle benefits with financial rewards. Under its flagship division, *Luxus Vacation Properties*, Luxus offers Owners access to over 65 vacation destinations around the world through two separate vacation home partnerships: The Premiere Collection and The Elite Collection. Owners can also access *Lifetime Experiences by Luxus*, offering once-in-a-lifetime vacation packages to some of the world's most exclusive events and desirable destinations. With a strong management team in place, The Luxus Group is currently developing other products that bring the same guiding principles and values of Luxus Vacation Properties that will address additional lifestyle and financial needs.