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**HSMIA HONORS POMERANTZ PR AND ELITE ISLAND RESORTS WITH A PLATINUM AWARD
FOR THE 2009 ADRIAN AWARDS COMPETITION**

Honored as "Best of the Best" in Public Relations at Adrian Awards Gala in New York City

NEW YORK, NY (FEBRUARY 2, 2010) – The Hospitality Sales & Marketing Association International (HSMIA) recognized pomerantz PR and Elite Island Resorts with a **Platinum** Adrian Award for public relations excellence for its winning entry in the 53rd annual Adrian Awards Competition, the largest and most prestigious travel marketing competition globally.

HSMIA paid tribute to pomerantz PR and client Elite Island Resorts, the second largest independent resort group in the Caribbean, during the 20th annual HSMIA Adrian Awards Gala, a black-tie affair attended by top agency, hospitality, travel and tourism marketing executives, on Feb. 1, 2010 at the New York Marriott Marquis. This year's contest attracted nearly 1,100 entries from around the world, with entries judged by top executives from all sectors of the industry. Only 20 Platinum awards were given out.

"We are delighted to receive the prestigious 2009 Platinum Adrian Award from HSMIA honoring our innovative public relations efforts that we delivered on behalf of our client Elite Island Resorts. This award recognizes our drive and determination to achieve the best measurable results for our clients, and we thank HSMIA and its judges for this esteemed honor," stated Sharon E. Pomerantz, pomerantz PR's president.

Pomerantz PR (www.pomerantzpr.com), is an innovative, dynamic public relations, social media and marketing agency with 20+ years of expertise with travel, luxury, lifestyle, green, beauty, fashion and business brands. Sharon E. Pomerantz, president of pomerantz PR, is the former U.S. corporate communications director for Virgin Atlantic Airways. Pomerantz has managed brands like Hyatt, Rolex, Four Seasons Resorts, Coca-Cola and Swatch. Her agency specializes in brand communications and image management and provides a full spectrum of marketing services with the creative philosophy that there is "no box to begin with let alone one to think outside of."

"Having spent 40+ years in the travel and hospitality industry, receiving the 2009 Platinum Adrian Award for our innovative public relations campaign represents the pinnacle of my desire to reach beyond my grasp. The Platinum award sets the benchmark for well executed public relation campaigns at large for which pomerantz PR should be extremely proud of as they achieve remarkable results," said Steven E. Heydt, Elite Island Resorts' president.

Elite Island Resorts, known for its green-certified, casually elegant Caribbean resorts, stunning locations and caring, personal service, with award-winning resorts in Antigua, Barbados, Nevis, St. Lucia, the Grenadines (Palm Island) and Tortola. Elite Island Resorts features luxury and affordable all inclusive Caribbean vacations at their impressive collection of spectacular beachfront resorts allowing couples, families anyone seeking the ultimate Caribbean beach escape. The resort group is also known for its customized Caribbean destination weddings.

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HSMIAI Platinum Award Winner – pomerantz PR and Elite Island Resorts

September 2008, the stock market collapsed triggering a major financial crisis and investor panic, with portfolios rapidly shrinking. A major economic meltdown ensued. November 2008, Elite Island Resorts needed an attention grabbing idea that would quickly create a buzz for its little known brand and dramatically impact sales or risk a winter season that might not sustain its resorts. A new concept and PR idea, Stock Swap, was invented that would give investors the opportunity to recoup their Stock Market losses by taking a much needed vacation! U.S. investors could swap their depressed S&P stocks at their July 1, 2008 closing high values to "pay" for a \$5,000 vacation.

Elite Island Resort's president Steve Heydt was interviewed live on CNBC's Closing Bell for 5:28 minutes to announce the Stock Swap and give key company message points. Within moments of airing, there was a tidal wave of inquiries and reservations by investors. Hundreds of calls occurred, resulting in 50 immediate reservations. The broadcast and Stock Swap out performed expectations for a little known Caribbean resort group. With no budget, we were able to successfully obtain reservations worth several million dollars!

Pomerantz PR achieved its goals by placing a privately held resort group on CNBC's Closing Bell, which achieved tremendous awareness and economic results. Incredibly the CNBC story generated 450+ news stories, 100 million+ impressions and took on a life its own, which kept the story hot until Spring 2009! Former GE CEO Jack Welch saw the coverage and endorsed Stock Swap as the best idea of 2008, and the innovation needed to turn around the economy!

The goal was to stimulate interest in Elite Island Resorts and generate business. This successful program had dramatic and immediate results that helped the resort group in a dire economy. Reservations generated went beyond anyone's wildest dreams; the communications program took on a life of its own - with the media clamoring for the story and Elite Island Resorts becoming a household name!

"The entries we received this year showcased the high level of creativity, innovation and aptitude from travel-related industry and agency professionals," said Fran Brasseur, executive vice president of HSMIAI. "The Adrian Award winners wowed the judges with thought-provoking entries that generated strong ROI, and the Platinum winners are the "best of the best."

Elite Island Resorts' CNBC TV coverage case study will be featured with all of the Platinum Award winners in an upcoming HSMIAI publication, and all winning entries are accessible by HSMIAI members in the Adrian Awards Winners Gallery online at www.adrianawards.com.

For more information about HSMIAI, visit www.hsmiai.org, Elite Island Resorts, visit www.eliteislandresorts.com and pomerantz PR, visit www.pomerantzpr.com.

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