



FOR IMMEDIATE RELEASE

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CALLING ALL FANS OF "THE BACHELOR"...

CREATE YOUR OWN ROMANTIC ISLAND ESCAPE TO SAINT LUCIA

Visit StLuciaNow.com to Live the Legend through Exclusive Red Rose Romance Vacation Packages

And 'As Seen on The Bachelor' Trip Sweepstakes

Castries, Saint Lucia (March 2, 2010) - Millions of people tuned in to witness the legendary landscapes of Saint Lucia during the final episodes of ABC's hit romance reality series "The Bachelor: On the Wings of Love." Just as Jake Pavelka fell in love with the exotic beauty of this tropical destination, fans of the show are invited to experience the romance first-hand through the exclusive Red Rose Romance Packages.

More than 20 of Saint Lucia's incredible resorts and airline partner American Airlines are participating in the Red Rose Romance Promotion. Jetsetters are invited to select from a wide range of accommodation packages from world-class five-star resorts, all-inclusive resorts, intimate inns and value-oriented properties with special airfares available on American Airlines from major US Saint Lucia gateways. Packages include deluxe offerings such as a scenic helicopter ride, candlelit champagne dinner, couples massage, private

beach picnic or a romantic sunset cruise. All romantic getaways through these special offers must be booked by March 31 with travel completed by December 31, 2010. For more detailed information, including individual hotel rates, rules and regulations, and to book, visit www.stlucianow.com.

Saint Lucia's Director of Tourism Louis Lewis, commenting on the partnership stated, "Our role in "The Bachelor" has allowed viewers to get a taste of what Saint Lucia has to offer and to see the island's amazing beauty. From an afternoon yachting trip on our Caribbean coastal waters to a sensual sea salt scrub spa treatment, Saint Lucia affords travelers once-in-a-lifetime escapes and legendary experiences."

Couples are invited to fall in love all over again in Saint Lucia through a premium 'As Seen on The Bachelor' sweepstakes. Enter to win eight nights/nine days at the four luxury resorts featured on the show - two nights at LeSport The Body Holiday, Cap Maison, Jalousie Plantation and Jade Mountain with round trip coach class air transportation on American Airlines (from the U.S. and Canada only), meals and round trip airport/hotel ground transportation. For additional details and to enter, please visit www.stlucianow.com.

Awarded "World's Leading Honeymoon Destination" for the past several years by the World Travel Awards, Saint Lucia is the ideal destination for a romantic rendezvous. For more information about Saint Lucia, visit www.stlucianow.com or call 1-800-456-3984.

About Saint Lucia

One of the Windward Islands of the West Indies' Lesser Antilles, Saint Lucia (pronounced Saint LOO-sha) is nestled halfway down the eastern Caribbean archipelago. The "Helen of the West Indies," Saint Lucia is known for its natural beauty and diverse attractions, including the signature Piton Mountains - a UNESCO World Heritage Site - a tropical rainforest and one of the world's few drive-in volcanoes. Culturally rich offerings include the bustling marketplace in the capital of Castries, quaint fishing villages along the coastline, and the annual Saint Lucia Jazz festival. Saint Lucia's wide range of accommodations includes world-class five-star resorts, all-inclusive resorts, intimate inns and value-oriented properties.

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