



**FOR IMMEDIATE RELEASE**

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***THE REGISTRY COLLECTION*<sup>®</sup> PROGRAM ENTERS  
INTO A MULTI-YEAR RELATIONSHIP WITH  
FAIRMONT HERITAGE PLACE**

**Parsippany, NJ (March 14, 2011)** – *The Registry Collection* program today announced a new multi-year relationship with Fairmont Heritage Place, the private residence club division of the global luxury hotel company Fairmont Hotels & Resorts.

Fairmont Heritage Place owners will now be able to enjoy vacations at a select collection of *The Registry Collection* program affiliated destinations worldwide and have access to a broad range of luxury resort experiences. Similarly, members of *The Registry Collection* program will now also enjoy access to the Fairmont Heritage Place destinations.

“The addition of these leading resort destinations supports our growth strategy of adding developments that are of the highest quality and situated in some of the world’s most spectacular locations, presenting a unique mix of lifestyle and leisure offerings,” said Gregg Anderson, global vice president, *The Registry Collection* program. “We are thrilled to partner with Fairmont, giving our members the opportunity to enjoy premier benefits and privileges of Fairmont Heritage Place, while continuing to provide them with the service they have come to expect from *The Registry Collection* program.”

Fairmont Heritage Place is a leading operator of private residence clubs and features luxury home developments in a number of world-class destinations from San Francisco’s Ghirardelli Square, to the KwaZulu-Natal coast of South Africa, that combine the impressive amenities and attentive service of Fairmont Hotels & Resorts with the luxurious comforts of an elegant private retreat.

“Identifying rich and valued offers for owners of our private residence clubs is an important consideration for Fairmont Heritage Place”, said David Shaklee, Vice President Residential Development for Fairmont Raffles Hotels International Inc. “We look forward to enhancing our Reciprocal Use Program by offering our owners access to vacation experiences at a select collection of *The Registry Collection* program’s affiliated properties in premier destinations worldwide.”

#### **About The Registry Collection®**

*The Registry Collection* program, the world’s largest luxury exchange program, is a global network comprising over 30,000 members and more than 140 affiliates on five continents. More than 175 properties are available through *The Registry Collection* program and are either accessible for exchange or under development. *The Registry Collection* program provides members with access to an elite global network of the very finest vacation properties at some of the world’s premier destinations, as well as access to Collection Partners. From condo hotels and high-end fractional resorts to private residence clubs and fractional yachts, *The Registry Collection* program facilitates exchanges around the world and redefines the vacation experience for owners and developers. For additional information visit our [media center](#).

For additional information on the services offered to developers and members by *The Registry Collection*® program and to learn how it can add value and distinction to leisure real estate projects, visit [www.theregistrycollection.com](http://www.theregistrycollection.com).

#### **About Fairmont Heritage Place**

Fairmont Heritage Place, the private residence club division of the global luxury hotel company Fairmont Hotels & Resorts, is a collection of extraordinary residences offering vacation home ownership in some of the world’s most sought after locations. Whether perched 10,000 feet up a mountain, at the base of the ski slopes, a toe’s length from a barefoot stroll along the beach, or part of an urban oasis, Fairmont Heritage Place properties are exquisite in their luxurious décor and design. With uncompromising attention to detail, the finest comforts of home and a true reflection of the local destination, each property offers privileged access to an array of personalized services and amenities ensuring owners and guest feel at home. For additional information please visit: [www.fairmontheritageplace.com](http://www.fairmontheritageplace.com).

Fairmont is owned by FRHI Holdings Limited, a leading global hotel company with 100 hotels under the Fairmont, Raffles, and Swissôtel brands. The company also manages Fairmont and Raffles branded residences, estates and luxury private residence club properties.

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