

FOR IMMEDIATE RELEASE:



## Ask Me About... A Super Time in Jamaica!

MIAMI, FL – (DECEMBER 10, 2007) Since Jamaica has consistently made the Top 10 list for the Honeymoon and Destination Wedding market, Ask Me... reverberates the promotional jingle adapted from "One Love," by Bob Marley: **"One love, one heart. Come to Jamaica and feel all right"**. And with that in mind, SuperClubs decided to go one step further in their service-oriented efforts by partnering with Ask Me About Destination Weddings, in order to provide travel professionals with yet another option to book their clients' destination weddings and honeymoons for the Grand Lido Resorts & Spas and Breezes Runaway Bay in Jamaica. From their U.S.-based call center in Miami, Ask Me Romance Experts will focus on personalized service with a 'grand' smile, while providing a stress-free experience for the travel professional. No longer is it necessary to contact the hotel direct when booking a destination wedding. The Ask Me Romance Experts close the sale and increase the bottom line by selling optional amenities and upgrades prior to travel, allowing the wedding coordinators on-site the opportunity to focus on delivering the experience.

When SuperClubs introduced the Super-Inclusive vacation, they raised expectations for an entire generation of vacationers, and raised the standards for the all-inclusive competition. After 30 years, SuperClubs is still recognized as the innovators. Frankly, nobody even comes close. Super-Inclusive isn't just about more. It's about better. It's about offering the finest beaches and the most comfortable accommodations. It's being greeted with a friendly smile when you arrive and warm wishes when you leave. It's about promises made and promises kept. No matter how you define paradise, SuperClubs has a name for it: Grand Lido Resorts & Spas. The resorts offer four uniquely themed add-on nuptial packages. Featuring more luxurious options for its already distinctive wedding program, the celebrating couple now has more ways to personalize their romantically memorable wedding experiences ... so they last a lifetime. With the introduction of the "Wedding Bliss Collection", loving newlyweds can also say "we do" to the tailor-made ceremony of their dreams meticulously organized by the Ask Me Romance Expert without the hassle, or expense, of a traditional wedding.

SuperClubs was recently awarded "Resort Partner of the Year 2007" by Vacation.com, the largest travel services marketing organization across the U.S. and Canada. The *Power of Partnership* (POP) Awards were created to recognize and reward outstanding suppliers. Hilary Lanzer, Vice President of Sales for Ask Me is thrilled to partner with SuperClubs. "This POP Award confirms why SuperClubs is an ideal partner. By enhancing our focus on co-marketing tools such as the bridal show kit and co-op advertising available to the travel professional, we encourage them to continuously build their business. It's a perfect fit! I've been traveling to Jamaica since 1982 and our educational component to the Ask Me Sales & Marketing program will also form a strong base to move market share to the Grand Lido and Breezes Resorts on the island of Jamaica." **A new broom sweeps clean, but an old broom knows every corner – Jamaican Proverb**

For further information on **ask me...**  
(877) 44-ASK ME or (305) 665-9460 or visit:  
[www.AskMeAboutDestinationWeddings.com](http://www.AskMeAboutDestinationWeddings.com)

About Ask Me:

Ask Me is a multifaceted wholesale company, dedicated to moving market share and generating a solid & consistent revenue stream for their hotel partners, within the destination wedding & honeymoon niche. The Ask Me program combines sales, marketing and education as the core of its success and recognizes the strongest distribution channel any hotelier can have, is the support of the travel agent community. Ask Me reaches brides & grooms via multi-media co-operative advertising ventures, incorporating the latest technology with a grass roots philosophy, while creating a memorable experience for all parties involved in a destination wedding. Partner hotels are located in the Caribbean and Mexico, with expansion planned for Hawaii, Europe and Central America in 2008.

Contact: Catherine Pacheco  
Pacheco Rodriguez Public Relations, Inc  
[Catherine@pachecopr.com](mailto:Catherine@pachecopr.com)