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RESORT SVP LEADS GLOBAL PROGRAM ON CONDO-HOTELS AT THE NATIONAL ASSOCIATION OF REALTORS ANNUAL CONFERENCE

ORLANDO, Fla. (December 18, 2007) – Larry Cohen, senior vice president of Lake Buena Vista Resort Village & Spa, led a global real estate program on condo-hotels at the National Association of Realtors’ annual conference and expo last month in Las Vegas, Nev. His topic was “How To Make Money Selling Condo-Hotels in Today's Market.”

While most of the conference’s global real estate programs averaged 20+/- attendees, based on Cohen’s estimation, a surprising 46 people showed up to hear his presentation. The Q&A that followed spilled over into the next presenter’s time slot, with Cohen taking the remaining attendees to his booth to continue the discussion. By the time he had finished answering questions, his booth was the last of the 700 exhibitors’ to close down. Since returning to Orlando, Fla., he has fielded dozens of phone calls answering follow-up questions.

Cohen said the response to his program tells him two things. “Real estate professionals really do not understand what condo-hotels are all about. However, they are extremely interested in condo-hotels as an alternative income channel in today’s languishing residential sales environment and are hungry to learn more.”

Cohen has thirty years of experience in the operation, marketing and development of hotels and condominium resorts. He has been involved with more than 150 new hotel openings worldwide, and his expertise in the condo-hotel sector includes opening the first two projects built in Orlando Fla.

Spanning more than 60 acres, Lake Buena Vista Resort Village & Spa (www.LBVResortVillage.com) is one of the largest condo-hotel projects in the U.S. At build-out, plans call for a total of 1,875 condo-hotel units ranging in size from 1,080 SF to 2,170 SF as well as 270,000 SF of space for dining, a spa and designer outlet shopping. The wholly-owned Florida development offers all the amenities of a first class Orlando resort, including furnished condominiums, fine and casual dining, a fitness center, signature health spa and designer shopping featuring more than 50 factory outlet stores, including Liz Claiborne, Tommy Hilfiger, Vanity Fair, Waterford/Wedgewood and Nike. The resort is located just south of the Central Florida Greenway (417) on State Road 535 (Apopka Vineland Road).

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