



Contact: Richard Brosal
Tel. 877-538-7370 Ext. 125
Email: rbrosal@jetluxuryresorts.com

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The Director's Cut From Jet Luxury Resorts

High-end luxury resort Management Company teams with young video startup to produce inexpensive, but successful viral campaign.

Jet Luxury Resorts, the premiere national high end Resort Management Company recently tapped Soup2Nuts, a rising internet marketing company, to produce their first national branding campaign, entitled "Are You Ready to Jet?" Since the campaign's viral launch on the internet in May, it has amassed over 300,000 views worldwide and has been featured on TBS's Worlds Funniest Commercials 2009. The Jet Luxury campaign revolves around a comedic, sexy concept that unfolds within one of Jet's premiere properties, the Palms Place Penthouse in Las Vegas. See it here- <http://www.youtube.com/watch?v=RzQBj7DU2aw>

Jet Luxury Resorts knew they needed a clever, comedic and memorable branding campaign, but they didn't want to spend a lot of money producing it. The company's Chief Operating Officer, Steve Aylsworth, remembers searching far and wide for just the right company that could pull it off. "After interviewing several different companies, we decided to go with one that was not only extremely competent in creating solid advertising and brand recognition, but one that was creative and risky enough to make it hugely viral in an effort to get international brand exposure. Soup2Nuts lived up to their name, from conception of the idea, all the way to successful optimization and distribution across emerging new media."

Soup2Nuts co-founders Kevin Matthews and Michael Christopher not only conceive, direct, produce and distribute viral advertising; they have also been directing professional television commercials and music videos for over ten years. The directing duo have amassed a primetime Emmy nod, been shortlisted at Cannes, won best music video of year and two of their commercials have been placed in the permanent collection in the Museum of Modern Art in New York.

"With the emergence of the internet becoming such a powerful new method of communication, we're joining and pioneering a new method of internet advertising," states Mr. Christopher. "No longer will companies have to shell out hundreds of thousands of dollars to tens of different vendors to make their voice heard. Now, with modern technology and the internet, viral marketing is fast becoming the white horse in advertising."

Traditional advertising, such as print and Television, is fast becoming too costly and ineffective for mid level companies to rely on. "Viral marketing can be immensely powerful, usually having 500-1000 times greater impact than what you get from regular advertisements," cites Kevin Matthews. "Instead of

spending an insane amount of money on newspapers ads, TV commercials or banner ads, companies can spend next to nothing - then let their fans do all the work for them. It is all in the creativity of the product which we have been able to successfully capture for our clients.”

Jet Luxury Resorts and Soup2Nuts are currently teaming up again to produce a second branding campaign set to launch in late September, 2009.

About Jet Luxury Resorts:

Jet Luxury Resorts is the premiere national 4 and 5 star condo-hotel management company that provides truly affordable luxury. Jet Luxury Resorts is able to offer exclusive, luxurious yet affordable inventory to the rental community through honest, lucrative and dedicated service to condo hotel and fractional owners. Jet Luxury is at nine hotels in five destinations worldwide including New York, NY, Aspen, CO, Las Vegas, NV, Tulemar Beach, Costa Rica and Honolulu, HI. Find out more at www.jetluxuryresorts.com.

If you'd like more information about this topic or to schedule an interview with Richard Brosal, President of Jet Luxury Resorts, please call Mercedes Shea at 877-538-7370 Ext. 132 or email Mercedes at mshea@jetluxuryresorts.com. Jet Luxury Resorts can be found on Twitter (Jetset9) and Facebook.

About Soup2Nuts:

Founded by one of the most successful commercial directing teams in the business, Soup2Nuts provides high end, original and innovative internet advertising at affordable rates. The company has created, produced and implemented campaigns for ABC's The Wonderful World of Disney, The World Poker Exchange, Jet Luxury Resorts, True Value and Yogamatic. Two of their commercials won AICP awards and have been placed in the permanent collection in the Museum of Modern Art. Infatuated with creating unique, viral and effective internet marketing, the duo behind Soup2Nuts cites passion, dedication and creativity as their greatest assets. www.soup2nuts.us

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