



FOR IMMEDIATE RELEASE

## Solstice Awarded Best of the Best 2007

*Second Acclaim from Robb Report in Three-Year History Sets Destination Club Industry Benchmark for Quality*

Scottsdale, Arizona – (May 23, 2007) – Solstice, the ultra-luxury leader in the \$2 billion destination club industry, proudly announces its top ranking as Best of the Best 2007 by *Robb Report*, a leading luxury lifestyle publication. The award marks the second such acclaim in three years by *Robb Report*.

“Solstice is a collection of many things you would expect in the Best. Certainly the quality of our unmatched real estate portfolio is most visible, but being honored by *Robb Report* again this year proves that our dedication to combining these unique residences with the finest attention to detail is resonating with consumers,” said Solstice Founder Graham Kos. “What Solstice is known for is our unwavering belief that anything touching our members’ experiences must be of only the highest standards.”

*Robb Report* attributes the company’s success to maintaining quality over quantity and expanding upon its collection of the most unique and exceptional homes in the world’s most desirable locations including Aspen, Cabo San Lucas, Napa Valley, Florence, Paris, and St. Barth’s. Solstice’s Villa Dolce in Florence, Italy, for example, was designed by Michelangelo and prominently stands in the historical Piazza Della Signoria.

Solstice’s growing collection is comprised of architecturally unique homes that are situated in the very best international locales. The club’s approach to interior design focuses on sourcing rare treasures from around the world and blending them with local artisan works, creating unique environments and personal connections within each home. As an example, in December the club will unveil Indian Gap, named for the historic Texas stone fort from which the home’s materials were dismantled and relocated to Napa Valley, California. This uncommon approach to second-home construction weaves history and open architecture that flows seamlessly to meditative surroundings, a recipe that has consistently satisfied discerning Solstice members who expect and appreciate rare quality.

In response to member and consumer demand, Solstice will grow its portfolio of homes and membership base by acquiring or developing more than \$60 million in new real estate over the next two years. The company will soon announce several new properties, including the acquisition of two Zen-inspired glass townhouses in the coveted West Village neighborhood of New York City. The club’s next priorities are to acquire beach properties on the East and West coasts, and ski-in ski-out properties in Europe and United States. Other destinations in consideration or development include Miami, Sun Valley, Switzerland, Arizona and Brazil.

“Being named Robb Report’s Best of the Best is truly an honor,” said Hank McKinnell, Solstice advisory board member and former chairman and CEO of Pfizer, Inc. “This award is a testament to the unwavering Solstice commitment to combining personalized service with the most exclusive and exceptional homes the world has to offer.”

#### ABOUT ROBB REPORT

*Robb Report* is the international authority on the luxury lifestyle. Each month, the magazine reports on issues and trends affecting the affluent market, with coverage of exclusive events and features on exceptional automobiles, motorcycles, aircraft, art, jewelry, watches, fashion, travel, homes, wines, spirits, and cigars. Additional information can be accessed through the magazine’s Web site, [www.robbsreport.com](http://www.robbsreport.com).

#### ABOUT SOLSTICE

Solstice, internationally recognized as the “Best of the Best” destination club by *Robb Report*, leads the ultra-luxury segment of a \$2 billion industry appealing to affluent consumers seeking a suitable alternative to second-home ownership. The company’s expanding roster of sophisticated members receive the highest levels of personalized service and access to a collection of architecturally significant homes that are artfully styled and tastefully decorated. Solstice offers members custom-crafted memberships with a choice of three plans based on travel desires, and two reimbursement options based on financial goals. The current luxury residence collection includes a private 90-foot yacht, and nine homes throughout the United States and Europe with average values exceeding \$6.5 million. For more information, visit [www.solsticecollection.com](http://www.solsticecollection.com).

#### CONTACT

Cathy Planchard, APR  
MindSPACE  
480-941-8497