



For Immediate Release

Virgin Limited Edition appoints new General Managers at Necker Island

17 November 2010 - Virgin Limited Edition, Sir Richard Branson's privately owned collection of award-winning luxury retreats, has announced the recent appointment of Kenton and Leesa Jones as the new General Managers of Necker Island in the British Virgin Islands. The husband and wife management team arrive at Necker Island having spent the last two years as the General Managers at its sister property Kasbah Tamadot in Morocco.

Prior to their arrival at Kasbah Tamadot, Kenton and Leesa had previously worked on Necker Island for five years where Kenton held the positions of Activities Director and Operations Manager and Leesa as Spa Director and Front of House Manager.

As General Managers of Necker Island, Kenton and Leesa will be responsible for the day to day management of 60 staff members and the running of the entire island, which comprises 14 rooms in total accommodating a maximum of 28 guests at any one time.

Jon Brown, Managing Director of Virgin Limited Edition commented: "We are extremely pleased that Kenton and Leesa have agreed to take on the management of Necker Island. We are very confident that their wealth of knowledge gained from the seven years they have already worked for Virgin Limited Edition, along with their passion and enthusiasm will ensure their success as the new General Managers of Necker Island."

For further information, please contact:

Charlotte Tidball charlotte.tidball@virginlimitededition.com

Tel: +44 (0)20 8600 0468

Notes to Editors:

Necker Island is normally hired exclusively for up to 28 guests on an all inclusive basis, perfect for special occasions and events. It can also be shared with others 'house-party' style during Celebration Weeks held several times each year, when guests can book individual rooms.

Virgin Limited Edition is an award-winning collection of unique retreats, chosen for their beautiful locations and magnificent surroundings; each offers a sense of fun, style, luxury and exceptional personal service. The group includes Necker Island in the Caribbean's British Virgin Islands, Ulusaba Private Game Reserve in South Africa, The Roof Gardens and Babylon Restaurant in London; Kasbah Tamadot in Morocco, The Lodge in Verbier, Necker Belle, a 105 foot luxury catamaran and Necker Nymph, a three man aero submarine.

Virgin Limited Edition aims to make a credible contribution towards creating a sustainable economy and to meet or exceed the expectations of our customers and stakeholders.

For bookings please call 0800 716 919 (toll free) or +44 (0) 208 600 0430
alternatively visit www.virginlimitededition.com for more details.