



For Immediate Release

Ulusaba does it again and is named 'The Best Hotel in Africa' for the second year running

16 November 2010 – For a second year running Ulusaba Private Game Reserve, part of Virgin Limited Edition - Sir Richard Branson's privately owned collection of award-winning luxury retreats, has won the Gold Award for 'The Best Hotel in Africa' at Virgin Holidays annual awards party. The winners were determined by Virgin Holidays clients based on the average score when asked to rate "how was your overall hotel experience."

Jon Brown, Managing Director of Virgin Limited Edition, commented "We are thrilled to have won this prestigious award for a second time. I am particularly proud of the team at Ulusaba and the level of commitment they consistently give to each individual guest, the surrounding communities and us as a team. It's an honour to see the travel industry acknowledge their hard work given the fierce competition and extremely rewarding to know that this stemmed from our guests."

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Notes to Editors:

Virgin Holidays Gold Award for 'The Best Hotel in Africa' – 2010
Ulusaba won the gold award for 'Best hotel in Africa'. The winners are determined by Virgin Holidays clients based on the average score when asked to rate "how was your overall hotel experience".

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.

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