



For Immediate Release

Virgin Limited Edition says 'Guten Tag' as it unveils its Kasbah Tamadot website in German

19 October 2009 - Virgin Limited Edition, Sir Richard Branson's privately owned collection of luxury retreats, is delighted to launch a German version of the Kasbah Tamadot website, as part of the collection's website strategy in reaching a global community.

The website provides a detailed glimpse into one of the most beautiful properties in North Africa. Visitors will find up to date property information, downloadable rate cards and brochures, the most recent photography, a live blog and all the latest news and special offers.

Jon Brown, Managing Director for Virgin Limited Edition, said: "The German market is very important to us. We want to ensure that we're reaching out to all our guests wherever they are located around the world; we hope that by doing so our European neighbours will like what they see and visit our retreat in the near future!"

Situated in the picturesque Atlas Mountains in Morocco, the award-winning Kasbah Tamadot was bought by Sir Richard Branson during one of his famous ballooning expeditions. It has 24 rooms and suites, including six luxurious Berber Tented Suites offering stunning views of the Atlas Mountains.

Most staff members are employed from the nearby villages, giving guests the feeling of staying in a Moroccan home. Every one of the rooms and suites is truly unique and decorated with traditional Moroccan inspired furnishings, with a contemporary twist.

There are so many things to do; from taking a mule ride, trekking in the Atlas Mountains and taking a hot air balloon ride. For those who wish to seriously relax they can treat themselves to a traditional Hammam in the luxurious Asounfou spa. There is also a gym, heated outdoor infinity pool and heated indoor pool, tennis courts and a salon complete with a fireplace, books, CDs & DVDs.

Visitors can access the site directly by going to www.kasbahtamadot.virgin.com/de or by clicking on the German flag at the bottom of the page on the default English site - <http://www.kasbahtamadot.virgin.com>

For further information, please contact:

Molly Cangemi molly.cangemi@virginlimitededition.com

Charlotte Tidball charlotte.tidball@virginlimitededition.com

Tel: +44 (0)20 8600 0469/0468

Notes to Editors:

Virgin Limited Edition is a collection of unique retreats chosen for their stunning locations, magnificent surroundings and offering 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, Sa Terra Rotja in Mallorca; The Roof Gardens and Babylon Restaurant in London; Kasbah Tamadot in Morocco, The Lodge in Verbier and soon to hit the waters, Necker Belle.

For bookings please call 0800 716 919 (toll free) or +44 (0) 208 600 0430
alternatively visit:

www.virginlimitededition.com/de

www.ulusaba.virgin.com/de

www.thelodge.virgin.com/de