

Strategic business alliance formed to create Canada's first vineyard Private Residence Club

The Reserve Collection™ is selected as DCP International's first Canadian marketing and exchange affiliation

FOR IMMEDIATE RELEASE

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OKANAGAN VALLEY, BC: Bellstar Hotels & Resorts and Olympus Resorts are pleased to announce a strategic business alliance with [DCP International](#) to provide private residence club exchange privileges as well as sales and marketing services for [The Reserve Collection™](#) – an exclusive collection of private residence clubs in handpicked vineyard locations around the world.

"DCP's expertise in marketing and sales of private residence club development in prestigious resorts locations is second to none," says John Prutch, President of Olympus. "We look forward to benefitting from their disciplined systems and extensive data base."

"Our market research shows that purchasers of PRC's have a high desire for exchange privileges in locations other than their home residence," says Bellstar Executive Vice President Jon Zwickel. "Affiliation with DCP's [Elite Alliance](#) exchange network is a perfect fit for The Reserve Collection™ members to enjoy exchange privileges with other luxury PRC's."

"We are thrilled about teaming up with Bellstar and Olympus for our first Canadian initiative," said DCP partner Steve Dering. "A relaxed, wine-country lifestyle in these magnificent Okanagan vineyard locations makes The Reserve Collection™ align perfectly with the [Elite Alliance](#)."

DCP created the industry's first residence club in 1992 and since then the firm has generated more than \$700,000,000 in sales. They specialize in the design, development and marketing of private residence clubs at prestigious resort and urban locations around the world. The Elite Alliance offers its members access to a growing array of luxurious worldwide ski, golf and beach destination clubs internationally.

The Reserve Collection™ residences will be sold as fractional ownership. Ownership will include Vintners Club privileges as well as exchange benefits through the Elite Alliance.

Future locations for the expansion of [The Reserve Collection™](#) may include wineries in the Gulf Islands of BC, Argentina, New Zealand, Europe, California, Oregon and Washington.

Chicago-based Olympus Resorts is a division of Prometheus Capital, a private merchant bank providing advice, capital and asset management services to clients, as well as interests in wine distribution and vineyard private residence club development.

Bellstar Hotels & Resorts is the leading resort developer and operator in Western Canada. www.bellstar.ca

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