

## **The Lusso Collection Passes 100 Member Milestone; Boutique Luxury Travel Club Marks 200 % Growth and Continues to Deliver Exclusive Amenities and High-Touch Service**

*The LUSSO Collection -- an exclusive destination club providing members unlimited access to a collection of multi-million dollar residences in the world's most sought-after vacation destinations ([www.lussocollection.com](http://www.lussocollection.com)) -- announced today that it has signed more than 100 members since officially launching the luxury travel destination club in June 2006 with 30 members. The boutique club -- designed with a 550-member cap -- boasts the best members-to-property ratio in the industry at 5.5:1 and member satisfaction at close to 100 percent for the club's properties, availability, service and economic security, according to a recent member survey. In light of the recent merger of two competing clubs to form a bigger club, LUSSO is sticking to and delivering on its smaller-is-better luxury travel model with a maximum of 550 members and 100 properties.*

Minneapolis, MN, ([PRWeb](http://PRWeb)) October 18, 2007 -- The LUSSO Collection -- an exclusive destination club providing members unlimited access to a collection of multi-million dollar residences in the world's most sought-after vacation destinations ([www.lussocollection.com](http://www.lussocollection.com)) -- announced today that it has signed more than 100 members since officially launching the luxury travel destination club in June 2006 with 30 members.

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"In little over a year, The LUSSO Collection has grown its membership base more than 200 percent," notes Steve Greer, LUSSO founder, CEO and president. "We believe our "cherry-picked" homes, one tier of individual membership, truly personalized service and financial transparency initiative--DepositTrust™--provide members the best value, luxury experience, economic security and, all important, availability in the category."

In light of the recent merger of two competing clubs to form a bigger club, LUSSO is sticking to and delivering on its smaller-is-better luxury travel model. "People are affirming our small-by-design strategy and joining the club at a swift pace," Greer adds. "The only reason anyone joins a destination club is to travel. We know this proven model maximizes our members' ability to travel to the destinations they want, when they want, and ensures a higher level of manageable service and enjoyable amenities that set LUSSO apart."

### About The LUSSO Collection

The best boutique luxury destination club since 2006, The LUSSO Collection currently offers its growing membership base unlimited access to private luxury vacation homes in some of the most sought-after vacation destinations, from Hawaii, Cabo San Lucas (Mexico) to Kiawah Island (South Carolina), Deer Valley (Utah), New York, Great Abaco Island (Bahamas), La Jolla (California) and other world-class locations, with expansion into Europe soon. LUSSO residences average \$3.5 million in value and an on-site concierge offers hassle-free planning for a truly luxurious vacation.

The Club is ultimately targeting 100 properties across more than 25 destinations with a member cap of 550 to ensure availability and unlimited usage for members, family and friends. Being a LUSSO member eliminates any burdens brought on by owning a vacation home, a timeshare or the limited usage of fractional ownership. LUSSO

members pay a membership deposit (currently \$395,000) that is 100 percent refundable upon resignation (secured through DepositTrust<sup>TM</sup>). Annual dues are currently \$26,500. The company is based in the Twin Cities area in Minnesota.

The LUSSO Collection also offers a compelling member benefits program, The LUSSO Life <sup>TM</sup>, providing what no other luxury travel or vacation club can: An impressive array of lifestyle benefits that are practical, exciting and maybe even life-saving. Benefits include:

- MedjetAssist to serve members in the event of a medical emergency.
- Wherever, Whenever concierge service through an exclusive partnership with Luxury Attaché in New York for hard-to-get tickets and reservations anytime, anywhere in the world.
- Gold Passes for the skiing and snowboarding season and unique event access offered through a partnership with The US Ski and Snowboard Association (USSA)
- An exclusive partnership with World Golf Group for unprecedented access to private golf courses nationwide, one-on-one instruction, and executive golf retreats.

For more information on membership, please call 1-866-GO-LUSSO or visit [www.lussocollection.com](http://www.lussocollection.com).

To interview Steve Greer about The LUSSO Collection, please contact Martin Keller at SDWA Ventures/Public Relations at 612-729-8585.

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**Online Web 2.0 Version**

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