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THE LUSO COLLECTION EXPANDS INTO EUROPE WITH NEW PROPERTY IN TUSCANY, ITALY

*Luxury Travel Destination Club Provides Members Access to
31 Multi-Million Dollar Residences Throughout the World*

MINNEAPOLIS [September 22, 2008] – The LUSO Collection, an exclusive boutique travel destination club providing members unlimited access to a collection of multi-million dollar residences in the world's most sought-after vacation destinations, announced today its expansion into Europe with its first property in Tuscany, Italy.

"We are pleased to offer our first European destination in Tuscany," said Steve Greer, founder and CEO of The LUSO Collection. "This new residence, La Ripa, provides yet another truly luxurious getaway in one of the world's most picturesque locations."

La Ripa

Located just outside the picturesque city of Cortona, La Ripa is a 500-year-old farmhouse that has been restored to preserve its traditional, rustic Tuscan architecture including wooden beams, stone fireplaces, terra cotta floors and brick archways. The impressive five-bedroom home is nestled on 27 private acres and overlooks rolling hills and picturesque views of oak woods, cypresses and olive groves. With nearly 4,000 square feet set within scenic landscaped grounds, this villa is ideal for enjoying the enchanting surroundings of Tuscany. LUSO members have the opportunity to

relax by the private pool, play a few rounds of bocci ball or take a quiet walk through the flower garden.

La Ripa is the ideal “base camp” for you to explore all that Tuscany, and the neighboring Umbria region, has to offer—and for exciting day trips to Florence and Rome.

The LUSSO Collection currently offers two membership options: LUSSO Unlimited and LUSSO 21. LUSSO Unlimited provides members with unlimited use of its properties in some of the most sought-after vacation destinations for a deposit of \$425,000 and annual dues of \$28,000. LUSSO 21, which is a new membership offering, enables individuals to experience LUSSO’s private luxury vacation homes for 21 days each year for a deposit of \$325,000 and annual dues of \$21,000.

The Tuscany property is the 31st home in one of 17 destination locations that The LUSSO Collection offers its more than 150 members. The company has an aggressive growth plan that includes having a portfolio of 39 homes in 21 destinations by year-end.

About The LUSSO Collection

The LUSSO Collection is an exclusive boutique travel destination club that provides members unlimited access to a collection of multi-million dollar residences in the world’s most sought-after vacation destinations. Founded by Steve Greer in 2006, The LUSSO Collection offers its growing membership access to residences that average \$4 million in value and an on-site concierge offers hassle-free planning for a truly luxurious vacation. For additional information, please call 1-866-GO-LUSSO or visit www.lussocollection.com.

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