

For Immediate Release:

Contact: Megan Sterritt
KWE group
305-476-5424
sterritt@kwegroup.com



First Concrete Modular, Pre-Greened Luxury Hotel Suites in North America Topped Off at Florida Keys resort; Cheeca Lodge's Premier Suites Put Up in a Record 90 Days



Islamorada, Florida Keys (September 30, 2009) –The first ever concrete modular, pre-greened, luxury hotel guest suites were topped off at the legendary Florida Keys' Cheeca Lodge, reopening December 15. "The precedent was set for luxury construction in multi-million dollar homes, and now we've brought this innovative construction to the hospitality industry, as a first in the U.S. and possibly a first in the world," said Jerry Johnson, owner of Cheeca Lodge & Spa. "We have been able to put up a Guest Room wing in an unheard of 90 days, from pilings to topping off, and with a quality superior to that of conventional construction," he continued.

The Premier Oceanfront and Island View suites will be part of Cheeca Lodge's four-story Main Lodge which will set another milestone as the first four-story concrete modular building in Florida.

The 840 square foot suites were delivered complete with fully-equipped bathrooms, from marble tile floors, granite counter tops, bath fixtures, and marble and glass rain showers, to all electrical wiring and cabling throughout the suite. The pre-greened, fire-resistant modules are highly insulated, environmentally sustainable, and energy efficient. They are made of 30% recycled materials. True to Cheeca Lodge's tradition of environmental sensitivity and preservation, the new Main Lodge is being built to LEED specifications set forth by the U.S. Green Building Council. Sturdily built with high strength concrete roof, floors and walls, together with the addition of high impact glass windows, they can resist winds in up to a category 5 hurricane and have a life span of over 100 years. They were manufactured in Okeechobee and trucked down to the resort.



"The strength of construction allows us to use higher end finished materials since there is no danger of damage during transport," said Wally Sanger, President and CEO of Royal Concrete Concepts, builders of the units. Luxury finishes will be completed on site, including rich mahogany crown moldings, doors and cabinetry, textured walls, plush carpeted floors, floor to ceiling glass walls, and original art. Twenty-four foot wide balconies will be added along with a signature open air round tub for two with dramatic overhead tub filler.



"Besides the high quality of the product and its environmental and safety features, this modular construction has allowed us to fast track our entire construction process as well," said Johnson. "Instead of the typical schedule of 36 months for construction of a Main Lodge, when you consider the time required to do the architectural plans, source the materials, and do the construction, we're able to streamline it to six months," he continued.

All of the modules have been put in place and the pool area completed, on schedule for the hotel reopening on December 15. In addition to the new Premier Suites, Cheeca's transformation will include an expansive indoor-outdoor lobby lounge, a meeting room with ocean-view floor-to-ceiling windows, two new restaurants, a club floor with a sun deck and water wall overlooking the famous Cheeca pier and Atlantic Ocean, 2400 square feet of retail space which includes a Cheeca signature store featuring Tommy Bahama products, and more.

About Cheeca Lodge & Spa:

Cheeca Lodge & Spa is set on a 27 acre private estate in Islamorada, the "Sportfishing Capital of the World." Reopening December 15, 2009, Cheeca is being constructed with its original porte-cochere entrance, classic Florida Keys architecture, chic West Indies décor, and spirited tradition of "barefoot elegance" -- a term coined at Cheeca – all intact. A highlight of Cheeca's 212 beautifully appointed guestrooms, suites and bungalows are the 62 new Premier Oceanfront and Island View Suites that will offer over 840 square feet of living space, floor-to-ceiling glass walls opening to panoramic ocean or island views, expansive private lanais, open-air round tubs for two with dramatic overhead tub fillers, and marble and glass rain showers for two. Cheeca's new Main Lodge will boast two distinctive restaurants - Nikai Sushi Bar offering the Florida Keys' freshest sushi, Asian-inspired fare and a unique selection of Japanese sake and wine, and Atlantic's Edge with a seasonal fine-dining menu of fresh local seafood, prime steaks and organic local produce. Other features include the Spa at Cheeca, poolside cabanas, Tahitian-style Spa Lagoon, adults-only lap pool and an oceanfront tiki hut for al fresco treatments. Cheeca will also be unveiling 2,400 square feet of new retail space with a Cheeca Signature store featuring Tommy Bahama products, an exclusive Club Floor & Deck, and over 4500 square feet of new conference space to include an exquisite 1,800 square foot oceanfront meeting room. The resort's signature features also include a classic 525' wooden fishing pier, saltwater snorkeling lagoon, Jack Nicklaus-designed golf course, and Camp Cheeca children's environmental activity program. The unique setting, tradition of laid-back elegance, and reputation as an exclusive hideaway has drawn everyone from past presidents and sports heroes to Kevin Costner and Salma Hayek. www.cheeca.com

#