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Roll ‘em: The Cubans Are Coming, The Cubans Are Coming

Heritage Bar at Life Heritage Resort Hoi An Hosts Cuban Cigar Roller

HOI AN, Vietnam (24 April 2009) — For years, Vietnam and its efforts to lure high rollers, fat cats and their stuffed wallets have been ‘close but no cigar.’ Now, the cigar is here, specifically in the form of a Cuban cigar roller who’ll be dressing up the tobacco May 13 at the Heritage Bar in the Life Heritage Resort Hoi An.

Havana-native Yazmín Borrás Valdés, who has worked at the La Corona factory for 10 years, will lead a demonstration at the Life Heritage Resort, rolling cigars “a la minute” according to individual preference.

In the midst of the evening, whilst complementary wines and Cuban snacks make the rounds, Borrás Valdés will make a short presentation and field questions about the fine art of rolling up a great cigar.

“When we designed the Heritage Bar, we imagined this space as an opportunity for a fine Cuban smoke,” said Chris Duffy, general director of the Life Resorts. “What we wanted was an ambiance that was at the same time clubby, contemplative and conservative. We got that, and it may be why we’re selling so many cigars in Hoi An.”

The temperature- and humidity-controlled humidors at the Life Heritage Resort currently feature eight types of Cuban cigars. The premium smoke is a Sancho Panza Belicosos.

Life Resorts expects that Borrás Valdés will attract industry professionals from the Central Coast, including general managers and food & beverage managers at nearby resorts. There will be limited availability for additional guests at US \$30 ++ per person. The fee will include food, drinks and cigars.

The cigar event is co-sponsored by the Vine Quality Hospitality Group. For more information, contact the Life Resorts sales and marketing office at (848) 3.844-3605, sales@life-resorts.com or visit www.life-resorts.com.

ABOUT LIFE RESORTS

Life Resorts owns and operates the 94-room Life Heritage Resort Hoi An. Reopened in August 2008 after a major six-month renovation, the resort evokes the colonial splendor

of a bygone era on a quiet stretch of the Thu Bon River within walking distance of the trading port's world-famous downtown. The company also owns and operates the Life Wellness Resort Quy Nhon. Inspired by the architecture of the Kingdom of Champa, the 63-room hideaway boutique is dedicated to the tenets of wellness, from yoga, tai chi and Pilates to an ample range of spa treatments and anti-stress and detox programs.

Elsewhere in Vietnam, Life Resorts manages the Blue Ocean Resort in Mui Ne. The 84-room Blue Ocean Resort features a 153-meter private beach, a newly renovated 26-meter swimming pool, as well as private bungalow plunge pools, on-site waterfalls, fountains, tranquil water features and lush tropical grounds.

The Dutch resort company has scheduled a December opening for Life Resort Danang, a managed, 187-room property now under construction on Danang's China Beach. The company is also developing resort properties in Ninh Binh and Halong Bay, each scheduled to open in early 2010.