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**Pink Shell Beach Resort & Spa
Offers Groups a Distinctive Meetings Experience**

“Shorts and Dress Shoes” Package Includes Best of Both Worlds

ESTERO ISLAND, Fla. – April 15, 2005 – Pink Shell Beach Resort & Spa offers groups the opportunity to add some “fun in the sun” to their next meeting with its new “Shorts and Dress Shoes” package.

The Pink Shell Beach Resort & Spa’s new meetings package is specifically designed to encourage productivity, creative thinking and fun under the Florida sun. With more than 5,500 square feet of indoor and outdoor space set against scenic views of the Gulf of Mexico, and with a myriad of amenities and activities available, the “Shorts and Dress Shoes” meetings package offers the perfect alternative to “business as usual”.

At a package price of \$109 per person, in addition to the negotiated group rate for the room, the “Shorts and Dress Shoes” package includes:

- Pink Shell Sunset Welcome Drink
- \$50 Spa Credit
- Captiva Cruises Tour
- 1 Teambuilding Activity

Situated on the famous powdery white sand beaches of Florida’s Gulf Coast, the Pink Shell Beach Resort & Spa offers meetings planners:

- 2,300-square-foot grand ballroom, with 17-foot ceilings and flexible floor plans
- Two smaller breakout rooms, ideal for events for up to 30 people
- Three meeting rooms, perfect for events and conferences with up to 50 people
- Executive boardroom, with ergonomic leather chairs that seat 14 people
- Landscaped pool terrace, ideal for casual events and outdoor receptions
- Open beachfront area, available for private banquets and celebrations

Pink Shell's professional staff can also coordinate transportation, business services, customized food and beverage menus, audiovisual support, and a variety of innovative team activities, from Conch Shell Blowing to a friendly game of Wacky Beach Olympics.

Pink Shell also offers water sports activities, three swimming pools, including the "Octopool" - an expansive pool and terrace area, two tennis courts and Aquagēne, its state-of-the-art spa.

The 12-acre Pink Shell Beach Resort & Spa, located on Estero Island, along the beaches of Ft. Myers and Sanibel, is rich in history having been a popular resort in Southwest Florida for more than 50 years. With a variety of recreational amenities for the entire family, Pink Shell sits on 1,500 feet of beach and offers such activities as sailing, dolphin adventure tours, parasailing, Yamaha Wave Runners®, tennis, fishing, sunset cruises and specialized programs for children and teens. The resort is owned by Boykin Lodging Company and is managed by Boykin Management Company. For information and reservations, contact your travel agent or the Pink Shell Beach Resort & Spa, 275 Estero Boulevard, Fort Myers Beach, FL 33931, Telephone: 1-800-797-7465 or visit the web site at www.pinkshell.com.

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