

FOR IMMEDIATE RELEASE

(Note: High-resolution digital photography is available)

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**LEAVE THE MEN AT HOME AND MAKE IT A GIRLS-ONLY
GETAWAY AT THE PINK SHELL BEACH RESORT & SPA**

“Girls Just Want to Have Fun” Package Combines Sun, Fun, Shopping, and Relaxation

ESTERO ISLAND, Fla. – May 12, 2005 – When it is time for a girls-only weekend to shop, relax, and “dish”, head to Southwest Florida’s Pink Shell Beach Resort & Spa and enjoy the Gulf of Mexico’s famous sandy, white beaches, water sports activities, shopping, and the kind of “dish” that will really make your mouth water.

The Pink Shell’s new “Girls Just Want to Have Fun” getaway package lets you and your best gal pals enjoy two days of gulf-front accommodations, the VIP treatment at the resort’s high-end, state-of-the-art *Aquagēne* Spa, resort shopping credits, discount coupons for area attractions and activities, and a special Pink Shell signature Sunset Welcome Drink.

Guests of the resort are also able to enjoy the Pink Shell’s three swimming pools, including “Octopool” - an expansive pool terrace, two tennis courts, *JoJo’s...at the Beach* and *Bongo’s Bar & Grill*, two unique poolside restaurants.

- more -

Pink Shell Beach Resort & Spa
“Girls Just Want To Have Fun” Package/ 2

The “Girls Just Want to Have Fun” package ranges from \$669 - \$829 for a 3 day/2 night stay. Rates are based on double occupancy and are valid from May 1, 2005 to December 22, 2005.

Guests can book the “*Girls Just Want to Have Fun*” package by calling 1-888-309-2912 or online at www.pinkshell.com.

Located directly on the Gulf of Mexico, the Pink Shell Beach Resort & Spa has catered to generations of guests seeking deluxe accommodations, amenities and unparalleled service in an awe-inspiring setting.

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: 1-888-309-2912 or visit the web site at www.pinkshell.com.

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