



January 29<sup>th</sup> , 2010

## Exciting news for Jolly Beach Vacations

Dear Friends and Customers,

New Year is a time for fresh commitment to our goals. It is therefore only fitting that 2010 is kicking off a new beginning for Jolly Beach Vacations.

After months of research and discussion with our staff and guests, we have selected a new name for Jolly Beach Vacations. On behalf of ABI Financial Group, our staff, management team and members, it is with great pleasure we introduce **Tranquility Bay Antigua**.

Our new name and brand identity took effect January.01. 2010.

Tranquility Bay Antigua symbolizes the tranquil, relaxing atmosphere of Antigua's only all-suite vacation escape. Travelers and members come to Tranquility Bay for the peaceful one-mile stretch of white sand beach, calm blue waters and stunning sunsets. Built in 2004, Tranquility Bay's 64 one- and two-bedroom spacious suites feature full kitchens, laundry facilities and large balconies.

With Jolly Harbour nearby and access to the amenities at Jolly Beach Resort, guests at Tranquility Bay can have a vacation as relaxing or as active as they choose.

The new name will make it easier for residents and visitors to find us and avoid confusion with the other resorts, villas and attractions containing "Jolly Beach" or "Jolly Harbour" as part of their name.

In the coming weeks and months, we will be transitioning our materials and signage to reflect Tranquility Bay Antigua. The phone numbers remain the same, however our Web site has changed to [www.TranquilityBayAntigua.com](http://www.TranquilityBayAntigua.com).

Thank you for your continued support. Should you have any questions, please do not hesitate to contact us.

## MPigott

Mike Pigott

Chairman

Tranquility Bay Antigua

[www.TranquilityBayAntigua.com](http://www.TranquilityBayAntigua.com)



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