

The GEO Group of Companies

As the parent of one of North America's very successful membership-based vacation clubs, The Geo Group continues to earn international acclaim as one of the preeminent leaders in the global vacation ownership industry. Founded in 1984 by CEO Alex Burstein, The Geo Group has evolved into a multifaceted vacation services organization with more than 300 employees providing club management, resort development, member services, sales, marketing and capital services.

Responding to both new consumers and its existing base of more than 15,000 owners/members is something that The Geo Group seems to do best. Starting with GeoPremiere, a floating time/floating space, multi-destination vacation club, The Geo Group was one of the first companies in North America to introduce a points-based club with the advent of GeoHoliday in 1991. In addition, The Geo Group provides fee-simple ownership at one of its corporately owned resorts. Geo's most recent innovation is GeoPlus/GeoUltra; a unique enhancement that allows GeoHoliday members to directly redeem their holiday credits toward the various vacation opportunities offered through the RCI Points program.

Operating in five countries, thinking globally has also allowed The Geo Group to expand the number of vacation opportunities for its members. With a

combination of more than 50 club and affiliated resorts and a cruise line currently under The Geo Group banner, including "Wigamog Villas", our most recent resort development located in Ontario's prestigious cottage country, the company offers its members some of the best vacation opportunities in the world.

The Geo Group's corporate growth has been fueled by a series of creative licensing and joint ventures that have resulted in record sales of The Geo Group's programs. The company also holds the exclusive rights to offer Fairfield's "FairShare Plus™" program in Canada, successfully marketing the program at one of its corporately owned presentation centres in Ontario. Despite its steady corporate growth, The Geo Group has never lost track of its original mandate: to provide exceptional customer service and a range of exciting vacation opportunities to its members.

The Geo Group's properties have consistently received high grades among both owners/members and RCI's exchange guests. Several of The Geo Group's RCI-affiliated resorts have earned Gold Crown Resort and Resorts of International Distinction designations, and the club's referral sales have increased dramatically as a result. Focused on both quality and quantity, The Geo Group is poised to continue as one of the leaders of the global vacation ownership industry well into the future.



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