

Mexico's Hotel Marina El Cid Spa & Beach Resort Hosts Cancun Billfish Classic in Riviera Maya

PUERTO MORELOS, Mexico (January 15, 2008) – The Cancun Billfish Classic takes place, April 23 - 26, at the deluxe all-inclusive Hotel Marina El Cid Spa & Beach Resort in Mexico's Riviera Maya. This World Billfish Sanctioned Event is for seasoned and amateur anglers, who compete in clear, turquoise waters of the Caribbean Sea for cash prizes totaling more than \$470,000 (based on 50 teams).

"The waters off Cancun and the Riviera Maya teem with billfish and gamefish, including dorado, blue and white marlins, king mackerel, sailfish, tuna, and wahoo," says Carlos Berdegue, CEO, El Cid Resorts. "We're delighted to host this prestigious event.

"At Hotel Marina El Cid, anglers will experience many fantastic worlds in one location," Mr. Berdegue continues. "In addition to amazing sport fishing, the world's second largest coral reef stretches just 550 yards offshore from our resort. Plus, world-renowned Maya archaeological sites are nearby, providing a spectacular setting for this year's competition."

The Cancun Billfish Classic is one of the five legs of the International Gamefish Tournaments' (IGT) Mexico Tournament Series. Fishermen score points based on the verified release of each fish. Teams are comprised of a maximum of five members, with an entry fee of \$4,000 USD per team. First- and second-place teams earn free entry and join 12 other teams at the \$250,000 IGT Grand Championship, Dec. 10 – 13, a made-for-television, winner-take-all event.

Hotel Marina El Cid is the only resort in the Riviera Maya with its own professional marina. The full-service Marina Hotel El Cid accommodates 120 vessels and boasts a state-of-the-art sport fishing fleet, dive shop, weather services, mini-supermarket, hardware and bait and tackle shops, laundromat and more.

At the 342-unit, all-suite resort, anglers have myriad opportunities to enjoy themselves both on and off shore. The property just completed a \$50-million expansion that includes 150 new suites; a 13,000 square-foot, Maya-influenced spa; convention center; and beachfront lounge. Guests have exclusive access to nearly 2,000 feet of pristine beachfront, a 22,000 square-foot freeform pool, four restaurants, four bars, comprehensive activities program, and more.

Located in the tranquil, bohemian fishing village of Puerto Morelos, midway between Cancun and Playa del Carmen, the property lies just 15 minutes south of the Cancun International Airport. The region is known for providing a living history of rich Maya culture, as

well as easy access to the diverse attractions, restaurants, and shopping of nearby Cancun and Playa del Carmen.

Hotel Marina El Cid's comprehensive Kid's Club offers supervised activities daily for children and teens. The on-site Pronotours, El Cid Resorts' official travel and tour company, takes guests on diving and snorkeling trips. For cultural excursions, guests visit the ancient Maya temple of Chichen Itza, recently named one of the new wonders of the world. Another tour goes to the Maya pyramids of Tulum, one of the best-preserved coastal Maya sites.

For more information, tournament rules, and to download an entry form, visit www.igtournaments.com.

About El Cid Resorts

The Hotel Marina El Cid Resort & Spa is one of six hotels owned and operated by El Cid Resorts. Four hotels are located in Mazatlan along with a 27-hole championship golf course, a full-service marina, and a destination management company. Another hotel, El Cid La Ceiba Beach Hotel, is in Cozumel. El Cid also owns and operates construction and real estate companies affiliated with Century 21.

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