



MEDIA INFO:

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## **MEDIA ALERT**

### **Inn on Fifth Offers Visitors “Loyal Treatment”**

**Who:** The Inn on Fifth, located on prestigious Fifth Avenue South in downtown Naples

**What:** The Inn on Fifth has unveiled a new loyalty program that gives guests rewards based on the number of nights they stay. The new Loyalty Treatment offers guests bonus benefits and preferential treatment during every stay, including room upgrades, complimentary dinners, spa treatments and more. Additionally, for each night guests stay at the Inn on Fifth, they will be entered to win an iPad2. Details of the Loyalty Treatment at The Inn on Fifth can be viewed at <http://www.innonfifth.com/loyalty-treatment/index.cfm>.

The rewards are as follows:

<b>Night(s)</b>	<b>Reward(s)</b>
1-2	Upgraded room
3-4	Upgraded room and two cocktails at McCabe’s Irish Pub & Grill
5	Upgraded room and two cocktails at McCabe’s Irish Pub & Grill
6	Upgraded room, two cocktails at McCabe’s, 60-minute spa treatment
7	Upgraded room and two cocktails at McCabe’s
8	Upgraded to a suite, two cocktails, \$50 towards dinner at McCabe’s and 60-minute spa treatment
9	Upgraded room and two cocktails at McCabe’s
10	Free night stay and golf for four
15	Dinner for two at Truluck’s
50	Return trip on a private jet for two, anywhere in the state of Florida, Georgia, North and South Carolina, and northern Caribbean, maximum two-night stay

**When:** May 15 through October 31, 2011

**Where:** The Inn on Fifth  
699 Fifth Avenue South  
Naples, Fla.

**More Info:** Visit <http://www.innonfifth.com/loyalty-treatment/index.cfm> or call (888) 403-8778.