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#### Luis Lara Named CFO of ResortCom International

SAN DIEGO – (March 10, 2010) ResortCom International, the pioneer in providing servicing solutions in the Shared Ownership Industry has named Luis Lara as Senior Vice President and Chief Financial Officer. Operating on a Global scale with extensive multicurrency and multicultural capabilities, ResortCom is a 25 year old company with a menu of products and services that expands the full spectrum of business processes. In his new role at ResortCom, Luis Lara will oversee financial operations for both the company's Financial Services and Technology Division and Tapestry Resorts Management Division and participate actively in ResortCom's Strategic Planning, Special Projects and Business Development efforts, particularly in the Latin American market.

Mr. Lara was formerly Managing Director for all of RCI Latin America and Chief Executive Officer for Grupo Costamex. Prior to that, he served as Chief Financial Officer for Grupo Real Turismo, which owned and managed the Camino Real – Westin hotels and resorts, the Calinda – Choice hotels and resorts and Club Maeva and the Casolar holdings in Manzanillo. He holds an MBA from the prestigious Instituto Tecnológico Autónomo de México and has participated in executive programs in the Cornell Hotel School, the University of California at Berkeley and the Massachusetts Institute of Technology.

According to Jeff Healy, President of ResortCom, "We have refocused our efforts to simplify our corporate structure between two operating divisions. With Luis Lara's in-depth business expertise, we expect both divisions to more fully expand its role providing services for both U.S. and International markets. We are proud to add Luis to our highly seasoned group of executives who know what works for a variety of business models domestically and internationally."

ResortCom's Financial Services and Technology Division provides Receivables Servicing on timeshare and fractional loans and maintenance fees. It is widely regarded as a top performer in Portfolio Management exemplified in healthy portfolios, low delinquencies and foreclosures. In addition to loan receivables servicing and portfolio management, ResortCom also specializes in Maintenance Fee Billing and Collections, Merchant Credit Card Services, Tax Withholding Trust Administration, Custodial Services and Lender Support.

ResortCom's Hospitality, Reservations, Rental and Club Services Division, now known as Tapestry Resorts, is a full service Hospitality Management Company offering resort management, rental, reservations and travel services to the vacation ownership, fractional and luxury resort industry. Tapestry Resorts also brings sophisticated reservations systems to its clientele and effective yield management with strong rental solutions to its resort clients. Tapestry Resorts applies a comprehensive, yet cost effective, suite of superior technology, distribution strategies, and sales and marketing tools to maximize ADR's and occupancies to enhance the profitability of its clients.

"ResortCom's exceptional technology capabilities and in-depth industry understanding of important features such as online web/member reservations and payment processing and real time access to all reporting and member data is just the tip of the iceberg in what we have to offer. Over the next year the industry will see some exciting changes from us as we streamline our company and its services," said Lara.

For more information about ResortCom International, visit [www.resortcom.com](http://www.resortcom.com) or call Alejandro Lara at 619-683-2470, ext. 1685.