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**STERLING RESORTS FUELS SUMMER GULF COAST TRAVEL
WITH GAS INCENTIVE**

Luxury Condominium Resort Collection Fills-up Travelers Tanks with \$50 and \$100 gas cards

DESTIN, Fla. – April 12, 2010 – If you're dreaming of a Destin, Florida vacation this spring or summer, Sterling Resorts (www.SterlingResorts.com), one of the Southeast United States' largest privately held vacation rental management companies, has an offer to help make the dream come true. Guests who drive to Sterling's 19 luxurious condominium resorts and vacation cottages will receive a gas card of up to \$100.

Beginning April 1 and continuing through May 21, Sterling Resorts will provide guests staying a minimum of three nights with a \$50 gas card upon check-in. To be eligible for the gas card, travelers must present a gas receipt showing a fill-up during their trip to the beach. Additionally, guests staying for seven nights or more will receive a \$100 gas card.

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“This is quite literally an attempt to fuel spring business by giving travelers another incentive to stay at our Gulf Coast resorts,” said Tracy Kundey, President of Sterling Resorts. “Guests who take advantage of this offer will, without question, get more mileage out of their vacation.”

Guests interested in taking advantage of the gas incentive may select any of Sterling’s luxurious Gulf Coast condominium resorts and vacation cottages in the Destin area. In addition, guests will be treated to many extras rarely available at vacation condominiums as part of the Sterling Plus program. These amenities include onsite check-in, unlimited DVD rentals, Wolfgang Puck coffee and Gilchrist & Soames bath amenities.

The Sterling gas incentive is valid only on new reservations of three nights or more. Certain blackout dates and restrictions apply. Guests should mention promotional code 427 when making their reservation.

For more information about Sterling Resorts or to make reservations, visit www.SterlingResorts.com or call 1-877-418-0430.

ABOUT STERLING RESORTS:

Sterling Resorts is one of the Southeast United States’ leading vacation rental management companies. Sterling’s current portfolio includes more than 20 beautiful condominium resorts featuring 1000 units of luxurious vacation homes in Northwest Florida and Mississippi.

Sterling Resorts is a division of Dallas based Encore Enterprises, which is a full service real estate company focused on hotels, resorts, multi-family and retail.

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