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**STERLING RESORTS ACQUIRES LEADING 30-A RENTAL
MANAGEMENT FIRM**

PANAMA CITY BEACH, Fla. – November 2009 – Sterling Resorts has taken a major step in its aggressive growth plan with the acquisition of Beach Rentals of South Walton, featuring more than 200 properties along scenic 30-A between Destin and Panama City Beach. “This and future acquisitions allow us a portfolio quality and size to attract even more guests,” said Tracy Kunday, Sterling Resorts president, of the November 14 acquisition. “We will continue to enhance owners’ partnership with Sterling by carefully considering new acquisitions and units along the gulf coast, some of which we are pursuing at this time.”

Under the agreement, Beach Rentals of South Walton will keep its name and focus on residences along 30-A, but will benefit from Sterling’s infrastructure. Sterling will improve website services with user-friendly features currently under development for SterlingResorts.com, and will now also offer real estate sales services. Beach Rentals of South Walton founder Mary Brown will continue with the company as a rental manager. “The boutique nature of these properties and the 30-A atmosphere is a perfect match to Sterling Resorts’ high standards,” she said. “All of our guests and owners are going to be served at an even higher level.”

Scenic Highway 30-A is considered one of the premier vacation addresses in Florida and the nation with renowned properties like Grayton Beach, Seaside and Rosemary Beach. “Sterling Resorts has always offered choices with a vacation playground stretching from Panama City Beach to Biloxi,” said Kunday. “Now we have expanded our guest offerings to include not only the best of 30-A’s unspoiled beaches and emerald waters, but some of the most beautiful rental homes as well.”

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 condominium resorts and luxurious vacation homes in northwest Florida, Alabama and Mississippi.

For reservations or more information, visit www.SterlingResorts.com or call 1-866-5RESORT.

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