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Improved ALL STAR Vacation Homes Website Offers Preference, Choice and Variety to Orlando, Fla., Travelers

Redesigned website offers Central Florida visitors interactive new tools, including the ability to search from over 150 luxury vacation homes.

ORLANDO, Florida (October 3, 2007) – Travelers to Orlando have a convenient and user-friendly resource for discovering the luxury of vacation rentals through leading provider ALL STAR Vacation Homes. Just a few mouse clicks on the company’s redesigned website, www.AllStarVacationHomes.com, reveal newly tailored features, including an advanced search tool that allows travelers to find the exact vacation home rental to fit their needs. This element, combined with photos and videos, provides the opportunity for an entirely unique and customized vacation experience.

“The great improvements we have made to our site are based on the factors that our guests consider most valuable,” explains Steve Trover, Chief Executive Officer of ALL STAR Vacation Homes. “For instance, we offer web users the opportunity to explore images of every room in each of our 150 homes, view floor plans, and ultimately have the power of choice in selecting their accommodations. The whole family can get involved in the planning process, which can make it a truly special and often memorable experience.” Images and floor plans can be found by viewing any home in web users’ search results.

Other additions to the site include Last Minute Vacation Specials, which are offered new to prospective guests every Wednesday. Found in the drop-down “Specials” link, Last Minute Specials offer a 10 percent reduction in rates when

staying for seven nights in specified vacation homes and condos of up to five-star quality.

In-home massages are newly included in the company's comprehensive Guest Services Directory, as well. Through a partnership with A-Team Massage, licensed, professional massage therapists offer individual and group sessions to ALL STAR guests. Site users can now view the full informational directory via the "Guest Services" drop-down menu, including details of area babysitting services, equipment rental, personal in-home chefs, area transportation, and more.

A new interactive map also allows guests to explore the top U.S. destination straight from ALL STAR's backyard. The location of ALL STAR's Hospitality Center, vacation home communities, nearby attractions, theme parks, restaurants, golf courses, and shopping can now easily be viewed via the website's "Location Maps" link.

"We are extremely proud of our site's new layout, design, and content," states Trover. "Images of our guests are displayed throughout the site, and their reviews of our services are spotlighted wherever possible. I think visitors will really recognize our dedication to their satisfaction, as well. Listening to their needs has been an important part of our success over the past nine years."

ABOUT ALL STAR VACATION HOMES

ALL STAR Vacation Homes is a leading property management and marketing company in Central Florida, managing more than \$100 million dollars of real estate within four miles of Walt Disney World. With more than 150 homes available, ALL STAR Vacation Homes offers a spacious and inviting alternative to the typical hotel. ALL STAR provides two- and three-bedroom condos and town homes up to seven-bedroom private pool homes for vacation home rental accommodations at affordable prices. For more information on ALL STAR Vacation Homes visit www.allstarvacationhomes.com or call 1-800-396-1173.