

**ORLANDO-BASED ALL STAR VACATION HOMES APPOINTS YPB&R
FOR PUBLIC RELATIONS**

ORLANDO, Fla.—(August 10, 2006)—All Star Vacation Homes has named Yesawich, Pepperdine, Brown & Russell (YPB&R) to manage public relations for the award-winning family vacation homes located near Orlando theme parks and attractions.

YPB&R will generate national and regional publicity and provide media relations in support of All Star Vacation Homes' overarching initiative promoting vacation homes as an alternative to individual hotel room lodging. Publicity programs will be directed to Eastern Seaboard and Southern metropolitan areas that historically serve as Florida's leading tourism feeder markets, as well as media serving both consumer and travel trade audiences.

With more than 130 homes all within four miles of Walt Disney World, All Star Vacation Homes offers an alternative to the typical hotel, with two- and three-bedroom condos and town homes and up to seven-bedroom private pool homes for short-term rental at affordable prices.

Founded in 1998, All Star Vacation Homes established a higher standard of excellence with Central Florida's vacation home industry by employing modern technology, plush furniture and other luxurious amenities to its properties. Each single family home features a pool and spa, and each town home has its own private courtyard with a splash pool. Every property is equipped with two or more bathrooms, full kitchens, multiple TVs and telephones, irons, and washers and dryers.

All Star Vacation Homes is a recipient of the AAA Triple Diamond Award, the most prestigious AAA rating for the vacation home industry.

YPB&R is America's leading marketing, advertising and public relations agency serving travel and leisure industry clients. Headquartered in Orlando, the agency maintains additional offices in New York, Los Angeles and Honolulu, and serves a roster of over 50 clients in the travel and leisure category worldwide.

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