

PRESS RELEASE DRAFT

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EQUITY ESTATES FORMS STRATEGIC ALLIANCE WITH THE HIDEAWAYS CLUB

Largest luxury residence funds in North America and Europe join forces to provide members access to more than 30 vacation homes worldwide

(Atlanta, GA) January 11, 2010—Equity Estates Fund I, LLC, the largest residence fund in North America and fastest growing in its sector, announced today the formation of a strategic alliance with The Hideaways Club, Europe’s largest residence fund. The two companies will now be able to offer owner members access to nearly 30 trophy vacation homes in 23 of the world’s most spectacular destinations. From Maui to Mauritius, Cabo to Cape Town, and Telluride to Tuscany, this alliance creates the largest global portfolio of residences available through an equity-based model that they each call a *luxury residence fund*.

“This alliance between Equity Estates and The Hideaways Club is ideal as it facilitates international growth for both companies and enhances the already stellar value proposition for owner members of both funds,” said Adam Capes, co-founder of Equity Estates. “We cannot imagine a better way to begin 2010 than doubling our portfolio of accessible properties.”

Under the terms of the agreement, Equity Estates and The Hideaways Club have agreed to make nights available for reciprocal use. Reservations can be made for travel beginning in 2010. Both companies have experienced impressive recent growth, a testament to their common unique model of shared ownership of a portfolio of vacation homes.

For Equity Estates owner members, who have been enjoying spectacular homes in locations including Turks & Caicos; Telluride, CO; Naples, FL; Maui, HI; and Los Cabos, Mexico, they will now have access to such locations as Provence, France; Tuscany, Italy; Chamonix, France; Cape Town, South Africa; and Croatia; through The Hideaways Club relationship. The Hideaways Club has 18 properties in 12 locations that will be part of the shared pool of residences. In return, The Hideaways Club members will have access to the 11 properties in 11 destinations currently offered in the Equity Estates portfolio.

“Our companies have a common model and a common goal: to provide unparalleled vacations coupled with a sound investment, so it seems natural to create this strategic alliance for the benefit of our individual companies and our respective owner members,” said Mike Balfour, Chairman of The Hideaways Club. “This is a

unique exchange relationship in the industry and greatly enhances our opportunities for growth moving forward.”

About The Hideaways Club

The Hideaways Club is Europe’s leading property investment fund, offering its members exclusive usage and ownership of an entire portfolio of luxurious properties for a fraction of the cost of buying a single home overseas. Launched in 2007, The Hideaways Club has a wide selection for luxury properties through Europe, the Mediterranean, Africa, Asia and the Indian Ocean. For more information visit www.thehideawaysclub.com or call +44 (0)20 7824 9940.

About Equity Estates

Equity Estates is a luxury residence fund designed to offer spectacular vacations in addition to a real estate investment opportunity. Membership is structured as an equity interest in the fund that owns the vacation homes and offers use of these residences, in addition to appreciation when the homes are sold. Strict covenants on use of proceeds, financial transparency including an annual audit, strong management and a commitment to service are hallmarks of this fast-growing company. Founded by managing members wanting to offer all the benefits of second home ownership with none of the hassles, Equity Estates is the smartest way to own and enjoy luxury vacation homes around the world. For more information visit www.equityestatesfund.com or call (800) 413-3340. For media inquiries, please contact Alana Morris at Alana@vocapr.com or (303) 962.9163.

This information is not an offer to sell a security, nor a solicitation of an offer to buy a security. Offers and sales of interests in Equity Estates Fund I, LLC will be made only through their Confidential Private Placement Memorandum to accredited investors.

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