



**For Immediate Release**

**Virgin Limited Edition appoints new Group Operations Director**

16 June 2010 - Virgin Limited Edition, Sir Richard Branson's privately owned collection of award-winning luxury retreats, is pleased to announce that Tristin Swales has joined the company as its new Group Operations Director.

Based at head office in London, Tristin is responsible for the day-to-day running and operations across the entire collection, as well as supporting new developments worldwide.

Jon Brown, Managing Director of Virgin Limited Edition, commented: "We are delighted to have appointed Tristin into this very important role. He's already settling in very well and I have no doubt that he will ensure the operational side of the company continues to be a great success going forward."

Tristin comes with a wealth of knowledge of the hospitality industry having joined Virgin Limited Edition from myhotels - a collection of boutique style properties in London and Brighton. Tristin was with myhotels for a total of eight years, his most recent role as their Director of Operations, a position he held for two years, prior to this he held a number of General Manager roles at the London venues. Before joining myhotels in 2002, Tristin was the Training Manager for Protea Hotel President in South Africa, where he originates from.

Commenting on his recent appointment, Tristin said: "I am thrilled to have joined the Virgin Limited Edition group; it's not only about a collection of intimate lifestyle destinations but also a world class team passionate about personal service and delivery."

***For further information, please contact:***

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**Notes to Editors:**

*Virgin Limited Edition is a collection of unique retreats chosen for their stunning locations, magnificent surroundings and offering a sense of fun, style, luxury and exceptional personal service. The group includes Necker Island in the Caribbean's British Virgin Islands, Ulusaba Private Game Reserve in South Africa, Sa Terra Rotja in Mallorca; The Roof Gardens and Babylon Restaurant in London; Kasbah Tamadot in Morocco, The Lodge in Verbier, Necker Belle, a 105 foot luxury catamaran and Necker Nymph, a three man aero submarine.*

*Virgin Limited Edition aims to make a credible contribution towards creating a sustainable economy and to meet or exceed the expectations of our customers and stakeholders.*

For bookings please call 0800 716 919 (toll free) or +44 (0) 208 600 0430 alternatively visit [www.virginlimitededition.com](http://www.virginlimitededition.com) for more details.