

Miller

CRISTEEN / MALIA / MARK
TRACEY
2/08/08

(OPEN)

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AMID THE BEAUTY OF THE DESERT... LIES THE BEAUTY OF LIVING.

A PLACE OF TRUE INSPIRATION.

VIEWS VAST... AND VARIED.

SKIES CLEAR... AND CALM.

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✓ THE DESERT SOUL... UNMISTAKABLY, UPLIFTING.

~~THE SUN SHINES SOFTER THE STARS, BRIGHTER.~~

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IT IS IN THIS CLEAR DESERT SKY... THAT ONE STAR SHINES
CURIOUSLY BRIGHT.. (IN FACT, IT'S 5 STAR.)

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THE RESIDENCES AT THE RITZ CARLTON RANCHO MIRAGE.

FIVE SHINING STARS... IN PERFECT ALIGNMENT...

✓ BRILLIANCE.

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(BODY)

IN RANCHO MIRAGE... WRAPPED IN SHIMMERING VALLEY VISTAS AND INSPIRING MOUNTAIN VIEWS....



GENCOM HAS ASSEMBLED A COLLECTION OF SHINING STARS.

FIVE-STAR, RITZ CARLTON SERVICE... IN YOUR OWN PRIVATE RESIDENCE.

(interviews talk about the high level of service... how it is unique/the only one in the area...)

THE RELAXING WORLD OF SWITZERLAND'S LA PRARIE SPA... ONE OF ONLY 4 IN THE WORLD.

24,000 SQUARE FEET OF PURE PLEASURE.

(interviews talk about the unique spa experiences)

THE EXTRAORDINARY EXPERIENCE OF CELEBRITY DINING... WITH THE CULINARY ARTISTRY OF MASTER CHEF JOACHIM SPILCHAL.

INTERNATIONALLY CELEBRATED... AND BON APPETIT'S 2002 RESTAURANTEUR OF THE YEAR.

(Joachim talks about his plans for the dining experience at Rancho Mirage)

"NATURALLY" INSPIRED GOLF. CONSIDERED ONE OF THE FINEST GOLF RESORT LOCATIONS IN THE WORLD... HOME TO OVER A HUNDRED OF THE FINEST COURSES IN NORTH AMERICA.

(aerials of golf courses in area... interviews talk about the member privileges?)

A TRULY PASSIONATE DESIGN TEAM... DELIVERS A TRULY LUXURIOUS DESERT EXPERIENCE.

THOUGHTFUL... CAREFUL... AND TASTEFUL PLANNING COMPLEMENTS THE DESERT ELEMENTS.

(interviews talk about the impressive team of architects, builders and designers...)

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10. P. KEM - SPICE CHAL

(CLOSE)

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SURROUNDED BY THE SOFT DESERT LIGHT AND VISTAS OF NEARBY MOUNTAINS, THERE IS THE PROMISE OF LIMITLESS POSSIBILITIES, AND TIME WELL SPENT.

THE SHINING STARS OF RANCHO MIRAGE.

A SINGLE SHINING STAR IS A SIGHT TO BEHOLD BUT WHEN FIVE BRILLIANT STARS ALIGN, SOMETHING MAGICAL HAPPENS.

PERHAPS, EVEN... HEAVENLY.

FIVE BRIGHT STARS... ONE BRILLIANT PLACE... INFINITE POSSIBILITIES.

THE RESIDENCES AT RITZ CARLTON, RANCHO MIRAGE.

(LOGO/GRAPHIC)

