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## **InterCom® expands its client base to Russia, Curacao and Sardinia**

**April 4, 2011 - Newport Beach, CA** — The first quarter of 2011 has delivered three new accounts to Newport-Beach, California-based InterCommunicationsInc, expanding its global presence.

In St. Petersburg, Russia InterCom begins work to brand, position and launch a resort real estate project that includes a five-star branded hotel in the historic Field of Mars section of St. Petersburg that also includes luxury apartments in a revitalized historic building on Konushennaya Square; a private 18-hole championship golf course and country club outside the city in Sestroretsk; and a premier yacht club and marina on the Gulf of Finland. The client is Plaza Lotus Group.

The assignment in Curacao, one of the ABC islands in the Dutch Antilles, is a vision book and positioning strategy to promote the sale of Santa Barbara Plantation – an existing property which includes the new \$100 million, 350-room Hyatt Regency Curaçao Golf Resort, Spa and Marina, a new Pete Dye-designed, 18-hole championship Old Quarry Golf Course, the 4,500-square-foot Atabei Spa; a full-service 120-slip marina, 6,000-square-foot convention center, a beachfront pool, restaurants and bars, the private Santa Barbara Beach and the first of 300 private residences and custom homesites. Future plans call for a second 18-hole golf course, additional hotels and residential opportunities, a 400-slip marina, 20,000 square feet of commercial space. InterCom is working in partnership with Hart Howerton on the project.

InterCom returns to Sardinia after initial branding for Costa Smeralda in 2001. The current assignment for client Sardegna Resorts, s.r.l. is a VIP package that celebrates the lifestyle and history of the destination while introducing the new suites at Hotel Pitrizza.

InterCommunicationsInc is a full-service branding, marketing and communications company with 30 years of experience in the leisure, lifestyle and real estate industries, including primary homes, second homes in resort communities, retail centers and mixed-use business centers. For information, please contact Toni Alexander at (949) 644-7520.

