



## **FOR IMMEDIATE RELEASE**

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## **GENERATOR RIDE THE MEXICAN WAVE AT ARDA**

**Northampton, UK – March 13, 2008** - Pacifica Resorts, a progressive Mexican based company, has signed a 5-year contract with Generator Systems, global leaders in interactive sales deck technology. Pacifica offers an expanding range of 5 star accommodations in Ixtapa and the partnership with Generator Systems will support their growth plans.

Signing contracts at the recent ARDA Convention Jorge Ocaranza Freyria, Director General of Pacifica Resorts, said “We are delighted to partner with Generator – signing at ARDA was the highlight of our trip to Las Vegas. We value this partnership and look forward to working with the Generator team to enhance and improve our sales performance”.

Pete Jones, Founding Partner at Generator Systems responded “We welcome Pacifica as new clients in Ixtapa. Our business is based on building personal and long standing relationships and sharing a like-minded vision for the future. We never stop trying to improve what we do to drive greater efficiencies and it is clear that Jorge and his team share the desire to constantly improve results – this is what makes a great partnership”.

For more information about Generator Systems, please contact:  
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Generator Systems Ltd, with its European Head Office in the UK, is the global leader in integrating technology into the sales process within the leisure real estate marketplace. Working with sales teams in the timeshare, fractional, condo and whole ownership sales sectors, Generator has multi-award winning installations in over 70 sales decks, working with over 1,000 sales people across 6 continents and translated in 11 languages.