



LEISURE CANADA INC.

Shares Issued & Outstanding: 33,455,339

Trading: CDNX:LCN

Cusip No.:52491104

PRESS RELEASE

LEISURE CANADA ANNOUNCES NEW BOARD MEMBER AND ESTABLISHES ADVISORY BOARD

For Immediate Release July 11, 2001

Leisure Canada Inc. (LCI), the leading developer of luxury resorts in Cuba, today announced the appointment of Mr. W. David Oliver to its board of directors effective as of the date of the Company's last AGM held on June 19, 2001.

Mr. Oliver has been involved globally in numerous aspects of the hospitality business for the last thirty years. Currently Director of Development for Starwood Hotels and Resorts, he is responsible for development of the Starwood brands in Canada, including *Sheraton*, *Westin*, *Four Points* and *St. Regis*. Mr. Oliver has held previous executive positions with *Wardair*, *Canadian Pacific Hotels*, *Renaissance/Ramada Hotels* and *Princess Hotels*.

Walter H. Berukoff, Chairman and Chief Executive Officer of LCI said "David has extensive experience in the hospitality and tourism industry with involvement in multi property operations, marketing, feasibility, and construction and development of hotel properties and resort projects throughout the world. David is a welcome addition to LCI's board of directors".

LCI has also announced the establishment of an Advisory Board. The Advisory Board will be comprised of individuals whose collective experience and expertise will support the development of LCI's Cuban hotel resort projects. Members of the Advisory Board will have expertise in corporate finance, the development, management and operations of hotels and resorts, timeshares and strata titles, golf course development and experience with international tourism in the international tourism market.

LCI's Advisory Board will consist of up to five individuals. The first two members of the Company's Advisory Board are Franklin L. Davis and Simon F. Cooper. Mr. Davis is a former director of the Company and an experienced corporate securities lawyer based in Toronto. Simon F. Cooper is past President of Marriott Lodging Canada and President of Ritz Carlton Hotels and is also a former member of the Company's board of directors.

LCI has extended the expiry date of 1,250,000 warrants and 147,058 Broker's warrants, which were granted during its 1999 private placement, to July 2002.

Leisure Canada Inc. is the leading developer of luxury multi destination resorts in Cuba, with multiple properties currently under development, including five-star hotels, two 18-hole championship golf courses, and timeshare communities. *Le Meridien Hotels & Resorts* and *PGA Golf Management* are strategic partners in the development of its properties and destination resort projects.

For more information, please contact:

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The Canadian Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.