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## **New Operating and Development Models Successful for Club Med Club Med's First Mixed-Use Resort Located on the Brazilian St. Tropez**

(Coral Gables—March 22, 2007) For the first time in the group's history, Club Med and key partners will create a mixed-use resort, consisting of 300 rooms and 74 pristine acres. Located 100 miles north of Rio de Janeiro, Club Med Buzios represents a new development model for the group worldwide and confirms the changing trends in leisure development. Financed through sales of all 300 units to individual owners, the resort's construction adheres strictly to Club Med specifications and size requirements.

According to Philippe Bijaoui, Vice President of Development Worldwide for Club Med, "This model proves to be a very effective development strategy. The 300 units of Club Med Buzios, sold very quickly allowing us to execute our building plans with no delay."

Club Med retains full rights to operate the resort on behalf of the individual owners, through a lease contract. Club Med plans to inaugurate the Buzios resort in 2009; it will be the newest of four resorts in Brazil.

Operating on the southern beach of a larger, 1112 acre partner-owned plot, Club Med Buzio's neighbors will include an 18-hole golf course with villas and apartments in the second development phase. The resort itself will offer 50 family rooms, extensive Club Med children's programs, a spa, a convention center and a potential 100 room extension.

The region's numerous small beaches, wonderful climate and Brigitte Bardot's vacations there in the mid sixties, earned Buzios the nickname the "Brazilian St Tropez." Club Med's beach, called Praia do Pero (Dog Beach), sprawls over 2.5 miles of white sand, representing the largest preserved shoreline in the region and is a favorite for water sports enthusiasts, including surfers. Open year round, Club Med Buzios will feature multiple land and water activities, in a low-rise resort development that perfectly blends with the generally flat landscape of small sand dunes and limited flora of cacti and orchids.

The nearest town, Cabo Frio, has a domestic airport just 20 minutes from the site. Cabo Frio is famous for their outstanding shrimp pasta and other seafood delicacies.

"The region unites all the qualities that Club Med requires for its resorts," comments Janyck Daudet, C.E.O of Club Med South America, "breathtaking natural wonders, a marvelous beach, a great climate year round, and of course, it attracts both domestic and international tourists."

Gerard Blitz and Gilbert Trigano founded Club Med in the 1950s, thereby innovating the all inclusive concept. Today, Club Med offers refined, generous and personalized vacations at 80 resorts in more than 25 countries. A Club Med vacation offers an array of choices, including luxury room categories, convenient travel arrangements, international cuisine, flexible dining times, exciting entertainment options, award-winning Children's Clubs, luxurious spa treatments and expert instruction in sports with top of the line equipment. Club Med is traded on the Paris stock exchange (CAC 40) under the symbol CU. Major shareholders include Air France / KLM and Richelieu Finance. For more information on development opportunities in the Americas contact Nicolas Boudet at [Nicolas.Boudet@clubmed.com](mailto:Nicolas.Boudet@clubmed.com)