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Club Med Opens Cancun Yucatan Resort November 11, 2006 12 Months and \$24 Million in Renovations Birth a New Philosophy

Families Invited to Discover the Wonders of the Yucatan Peninsula

MIAMI (November 11, 2006) -- After 12 months and \$24 million in renovations, a new Club Med Cancun Yucatan emerges Nov. 11, 2006, as the latest addition to over 80 resorts worldwide. During the resort's closure, Club Med revitalized not only the facilities, but also the philosophy behind Club Med Cancun Yucatan's *raison d'être*. Changes include strong emphasis on the discovery of the Yucatan region, new programs for families, upscale amenities and the Jade Villa, a concierge building for luxury travelers. The new Cancun Yucatan resort exemplifies how Club Med continues to raise the bar in all-inclusive offerings.

"Cancun Yucatan, with new children's programs and the exclusive Jade concept, is the next step in the evolution of Club Med's upscale and family oriented vacations," explains Cedric Gobilliard, president and CEO, North America. "We provide a level of choice and refinement that is truly unique."

As a "Discovery Resort" Club Med Cancun Yucatan encourages guests to experience the archeology, gastronomy and culture of Mexico. Guests who book a 7 night vacation will receive a complimentary excursion to El Meco, where they can climb the main temple, soak in the positive energy and gaze at the Caribbean in the distance.

Trained and knowledgeable staff members at the resort's new Discovery Center facilitate excursions that emphasize respect and understanding for local cultures and environments. The Discovery Center, located in the heart of the Cancun Yucatan resort, provides 17 options for all ages, many of which promote ecotourism. Discovery trips include a cultural tour of archeological sites in Coba and Tulum, the opportunity to explore the Cenotes of Ek Balam and a trip to Sian Ka'an, the largest marine natural protected area in Mexico, led by members of the local Mayan community.

No longer an adults-only resort, Club Med Cancun Yucatan invites families to discover the Yucatan Peninsula. With special facilities dedicated to children and teens, families may choose among a variety of excursions, daily activities, and group lessons including

water-skiing, wakeboarding, windsurfing, flying trapeze and tennis. A Mini-Club Med, catering to children ages four to 10, will launch the last week of December 2006. The Club Med concept exclusively for teens and 'tweens will launch Nov. 18, 2006. For parents traveling with infants, Cancun Yucatan provides a Baby Welcome program with amenities such as bottle warmers, high chairs and baby-sitting in the room. An "adults-only" dining area caters to those adults seeking intimacy and a child free environment.

The Marc Hertrich studio of Paris, renowned for its quality and attention to detail, led the full interior and exterior design of Club Med Cancun Yucatan. Hertrich incorporates indigenous materials and artwork from the Yucatan Peninsula and larger Mexico into French influenced contemporary design.

"We traveled extensively around the region scouting styles and materials to integrate into a modern Club Med feel," stated Marc Hertrich, founder of the Paris studio. "The idea is to create a décor authentic to the region that inspires guests to frequent the social areas."

In addition to the new design and décor, the village features larger rooms and upgraded services. More than half of the 384 rooms and balconies have been expanded, giving guests 416 square foot rooms and views of the Yucatan Peninsula from spacious 75 square foot balconies. The resort's 18 suites have also been enlarged, constituting 691 square feet. New upscale guest services include a complimentary half-day excursion, a hospitality desk, and the option to upgrade to the Jade Villa.

The Jade Villa, a specialized luxury concierge building, offers room service, ocean view suites, and upgraded amenities packages. Amenity upgrades include a private car from the airport, free Internet access, fresh flower arrangements, bathrobes, slippers, welcome gifts, laundry service, morning newspapers, a stocked mini-fridge and more.

The new gourmet restaurant offers daylong service, "hacienda style" dining rooms, meal choices to suit all appetites, and fresh menu options. Club Med Cancun Yucatan compliments its extraordinary cuisine with superior Latin American wines, a wide selection of premium tequilas, signature Mexican margaritas and other fine alcohols. Guests can enjoy guilt-free dining throughout the day with Cancun Yucatan's new cosmopolitan menus.

This fall, seven-night all-inclusive rates to Club Med Cancun Yucatan start at \$1190 (low season) and \$1350 (high season) per person.

Rates at the Jade Villa begin at \$1428 for a standard and \$1785 for a suite.