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## **Club Med Launches Interactive Web Site to Strengthen Dialogue with Travelers**

### **Guests on Club Med Insider Share Experiences and Build Community**

(Miami—March 23, 2009) Today, [Club Med](#) announced the public launch of [Club Med Insider](#), an interactive Web site where travelers shape content through personal profiles, stories, photo galleries, forums, favorites, comments and travel tips. The site, [www.clubmedinsider.com](#), also allows travelers the unique opportunity to read and comment on articles from experts in travel, parenting, scuba diving, sustainable living, and cuisine.

“Because of the nature of our vacations, Club Med guests gravitate towards building community. They have a long history of participating in social media,” comments Kate Moeller, Club Med communications director. “Club Med Insider lets us join the conversation and receive direct feedback from our clients on what we are doing well, and what needs to be improved.”

An eclectic blend of partners, staff and professional writers shape the "[Expert Advice](#)" component of the Web site with daily to weekly articles, and [trends and tips lists](#). Prospective travelers can also post questions, peruse other's videos and photos and gain inspiration from recent Club Med media coverage in the "[Latest Buzz](#)."

Club Med past guests enjoyed an exclusive peek at [Club Med Insider](#) beginning February 26, 2009. The past clients were invited to test drive the site's functionality and suggest site improvements. From among their suggestions, the [Club Med Insider](#) team will focus on two priorities: e-mail alerts and the ability to “favorite” and “search” another user's profile. The upgrades are planned for April 2009.

With over 80 resorts worldwide, Club Med proudly operates [Sandpiper](#), the only family all-inclusive in the United States. The company also features three resorts in the Caribbean and two in Mexico.

Refined, generous and personalized, a Club Med vacation at any of our 80 resorts in more than 25 countries, guarantees life long memories. With attention to every detail, Club Med offers activities from award-winning Children's Clubs and luxurious spa treatments to expert instruction in sports with top of the line equipment. Throughout the experience, guests personalize their vacation with an array of choices including luxury room categories, convenient travel arrangements, international cuisine, flexible dining times and exciting entertainment options. Contact a travel professional, call 1-800-ClubMed, or log on to [www.clubmed.us](#) for reservations. Access a complete 2009 Club Med brochure online at [www.clubmed.us/e-brochure](#). For press information: [www.clubmedpress.com](#)