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Happiness, Happiness and More Happiness... Even in Times of Recession

Club Med Faithful to Original Brand Vision with New Marketing Campaign

(Jan. 30, 2008—Miami) The upscale, family-oriented Club Med is returning to its roots with the launch of a new advertising campaign “Where Happiness Means the World.” The campaign, set to fully launch in the U.S. in March, will include magazines, billboards, radio, street furniture and web banners. More than 25 million euros were invested to roll out this new creative concept in 24 countries worldwide. Both a branding and product campaign, each region will adapt more than 30 visuals to the themes and activities pertinent to their market. Publicis et Nous, a Paris-based advertising agency specialized in luxury brands, orchestrated the creative development.

Upon founding Club Med in the early 1950s, Gerard Blitz commented “The goal of life is to be happy. The place to be happy is here and the time to be happy is now.” The idea resonated in post-war Europe and happiness became Club Med’s forte. Since Club Med’s emergence as the architect of happiness, the resort company has evolved with society, reflecting the trends and needs of each era with bewildering accuracy.

“Americans in the 1960s viewed happiness, and how to get there, very differently than Americans in 2007,” mused Xavier Mufraggi, VP of Marketing, Club Med North America. “So, it is natural that in our marketing campaigns, Club Med embodies happiness in a way that is now a poignant reflection of society at a given time.”

The early 1970s and the end of the Vietnam War, saw American society searching for social utopia. Club Med introduced their *Verb Campaign* encouraging guests to “Dream. Laugh. Contemplate. Play.” In the 1980s, when the search for happiness became a compulsive descent into materialism and individualism, Club Med smirked at society’s mistake and offered an “Antidote for civilization.” In the 1990s, a society burnt out on material pleasures began coveting real experiences and soul searching. Club Med introduced the *RE Campaign*, inviting guests to “Reconnect. Rediscover. Regenerate.”

Today, as new indicators like Gross National Happiness (GNH) calculate the countries where people are happiest, Club Med focuses on the small pleasures that bring individual joy. The “Where Happiness Means the World” campaign captures the moments when families, couples and friends create their own meaningful experiences, free from the difficulties of worldly pressures.

“Despite the economic slowdowns and an increasingly difficult world, the appetite for happiness continues to grow,” comments Cedric Gobilliard, CEO and President Club Med North America. “At Club Med, we are in the business of happiness and we offer a very 2008 solution to finding happiness, despite a difficult economic situation. Families, couples and friends can still enjoy

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. Call 1-800-453-2582 for group reservations.

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Club Med's upscale suites, spas and gourmet cuisine worldwide for one all-inclusive price—no matter the dollar's exchange rate."

For more information on Club Med's new advertising campaign, log on to www.wherhappinessmeanstheworld.com.

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