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Club Med Celebrates Mini-Club's 40th Birthday with Milkshake Tune

Club Med Invites Kids to Choose New Theme Song at miniclubsong.fullsix.com

MIAMI (February 29, 2008) – Club Med, the founder of all-inclusive family vacations with active children's programs, will celebrate Mini Club Med's 40th birthday with a kick-off party at Ixtapa Pacific April 9-14. To create a party favor for their youngest guests, Club Med petitioned the famed kid's band Milkshake to compose an original song about children's experiences at Club Med Ixtapa Pacific.

"Milkshake was so inspired after visiting Ixtapa Pacific with our families that we ended up writing not one, not two, but *three* songs" says Lisa Mathews, lead vocalist of Milkshake. "Club Med's legend *Luna Azul* also tugged on our heart strings, so we wrote a bonus lullaby track with the same title. We really feel that all the songs express the freedom, happiness and multicultural experience that kids have at Club Med."

Milkshake, known for lyrically lighthearted rock music with strong kid appeal, crafted three Club Med songs: "Hello Happiness," "Dance in the Sun" and "Village of Love." The bonus track, "Luna Azul" is inspired by a Club Med legend of the same name. Each song explores the unique atmosphere and experiences that children encounter on a Club Med vacation.

Faced with the dilemma of choosing one theme song from Milkshake's three compositions, Club Med has opened the decision to the young and young at heart. Kids and adults are invited to visit miniclubsong.fullsix.com to hear the songs and vote for their favorite. Votes must be cast by March 28.

"We are proud to celebrate Mini Club Med's 40th birthday," commented Cedric Gobilliard, CEO and President, Club Med North America. "Children and their parents are an integral part of the Club Med atmosphere. It makes sense to have them choose the Mini Club Med theme song that will help us celebrate."

On April 1, fans can return to the sites miniclubsong.fullsix.com or www.clubmed.us to download the winning composition and the *Luna Azul* bonus track.

Milkshake will perform the winning song live at Club Med Ixtapa Pacific during two concerts April 10-13 to celebrate Mini Club Med's birthday. Kids can also join Milkshake for sing-alongs, "Milkshaker" projects, CD signings and the cutting of Mini Club's birthday cake at Club Med Ixtapa Pacific on those dates.

Mini Club Med, dedicated to children ages four to 10 years old, was launched in 1968 in response to the evolution of Club Med's clientele. As Club Med's first generation of guests became young parents, they demanded an engaging educational experience for the entire family, and Mini Club Med was born. Mini Club Med encourages children to learn about 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.

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indigenous cultures, explore nature's beauty and take part in a variety of sports and activities designed for their age group. Children are divided into small groups according to their age and interests to participate in programs such as Club Med's Circus School, Hip Hop Kidz, Lil' Explorers Science Club, Mini Magic, and Petit Chef, a new culinary class on cooking basics and healthy eating tips. Additional activities include flying trapeze, tennis lessons, soccer, sailing, in-line skating, games, arts and crafts.

The newly renovated Club Med Ixtapa reopened Dec. 22, 2007 after a \$20 million transformation. The resort now features the complete upgrade of all shared spaces in addition to renovated, enlarged rooms and the creation of family suites. Families can enjoy time together with activities such as flying trapeze, snorkeling, wall climbing, sailing, and kayaking or take part in discovery excursions that invite families to discover local cultures, archeology and history together. Parents can also enjoy time alone with the confidence that their children ages four months to 17 years are in expert hands at Club Med.

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