



Club Med Celebrates Founding Principles Full Membership with World Heritage Alliance Announced

(Miami--November 14, 2006) Club Med announced a partnership with the United Nation's Foundation World Heritage Alliance today. The collaboration fortifies Club Med's commitment to sustainable tourism, conservation of World Heritage sites and local economic development for communities in the Yucatan Peninsula.

In 1950 Gerard Blitz, an Olympic medalist and resistance fighter, founded Club Med as a non-profit when he invited the war worn international community to the sanctuary of Spain's most beautiful beaches. As the resort company's amenities have evolved into an upscale offer since its humble beginnings, Club Med's commitment to social welfare worldwide has also strengthened.

Club Med's new undertaking with the World Heritage Alliance stipulates staff training, promotion of sustainable tourism to guests, forging close ties with local educational groups and business and featuring local products and handcrafts at Club Med Cancun Yucatan. The new Club Med Cancun Yucatan resort opened November 11, 2006.

As part of Club Med's commitment, Cancun Yucatan houses the Discovery Center, a location key to educating guests about the values of World Heritage and the importance of responsible tourism. The Discovery Center creates exclusive packages for World Heritage destinations and offers guests a variety of conferences, and interactive activities—from archeological lectures to Mexican cooking classes and Maya storytellers. Guests can freely access the Discovery Center's library which includes books on anthropology, ethnology, ecology, poetry and World Heritage site literature.

To celebrate the opening of Cancun Yucatan and the new partnership, Club Med successfully held the first WHA training session for an estimated 300 staff and travel agents at Club Med Cancun Yucatan on November 13, 2006.

"This training helps travel professionals remain competitive in today's market," remarked Paula Hayes, Senior V.P. of Sales, Club Med Americas. "The vast majority of Americans believe it is important to learn about other cultures when they travel. They demand an authentic environment and will choose a socially responsible company like Club Med because Club Med has a history of protecting and preserving the culture of the destination."

Worldwide, Club Med boasts 80 resorts that cater to visitors seeking cultural experiences. True to its founding principles, the resort company works for social well-being in the 40 countries that host a Club Med resort. The Club Méditerranée Foundation, a non-profit arm of the resort company, spearheads local volunteer and educational programs, contributes to healthcare initiatives in local communities and fundraises to help those in need worldwide. Collaboration with the World Heritage

alliance will facilitate volunteer opportunities for Club Med employees and guests to expand programs in the Yucatan Peninsula. As a WHA member Club Med will develop a corporate social responsibility program with at least one Yucatan-based community enterprise.

Since October 2005, Jet Tours, a subsidiary of Club Med, trains tour guides at UNESCO headquarters in Paris, teaching them about sustainable tourism to create trips that are more respectful of fragile areas. Jet Tours guide trainings have been developed for destinations like Egypt, Mali, Morocco, Tanzania, Thailand and Tunisia.

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About the World Heritage Alliance

The World Heritage Alliance works to support World Heritage conservation, sustainable tourism, and local economic development for communities in and around World Heritage sites. The UN Foundation and Expedia, Inc. created the World Heritage Alliance in the fall of 2005. For more information, visit: www.worldheritagealliance.org.

About Club Med

Refined, generous and personalized, a Club Med vacation at any of our 80 resorts in 40 countries, guarantees life long memories. With attention to every detail, Club Med offers activities from award-winning Children's Clubs and luxurious appointments 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. Log on to www.clubmedpress.com for the latest press information. Call 1-800-CLUB MED for reservations.

For More Information

- Individuals looking to get informed and involved, please visit: www.friendsofworldheritage.org.
- Travelers looking for World Heritage trips, please visit: www.expedia.com/worldheritage.
- For a full listing of all 812 World Heritage sites, please visit: <http://whc.unesco.org/>.

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