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MARTINIQUE ANNOUNCES NEW AIR SERVICE + HOTEL DEVELOPMENT

AA Eagle service via San Juan expanded to twice daily; new Radisson Hotel & Spa Martinique to open in 2011

NEW YORK, NY – June 10, 2010 – Martinique continues to make strides toward better accommodating U.S. travelers with the addition of a second daily flight on American Eagle via San Juan, and the development of a new U.S. flag hotel – the Radisson Hotel & Spa Martinique – slated to open in 2011.

New AA Eagle Service beginning July 2

The new American Eagle flights are ideally suited for leisure travelers emanating from the Continental U.S., as well as Puerto Rico and other Caribbean gateways with convenient arrival and departure schedules enabling visitors to maximize their vacation time in Martinique. The schedule for the new second flight is as follows:

Southbound

AA Eagle Flight #4896 departs San Juan at 1:50 PM, arriving in Fort-de-France at 3:45 PM

Northbound

AA Eagle Flight #4897 departs Fort-de-France at 4:15 PM, arriving in San Juan at 6:09 PM

On sale now for flights beginning July 2, the new American Eagle service will run initially through August 24, 2010, commencing again November 4 and extending indefinitely. Pre-existing American Eagle daily flights, which arrive in Martinique at 9:20 PM and depart back to San Juan at 7:35 AM, will continue as usual.

New Radisson Hotel & Spa Martinique Opening in 2011

In another sign of Martinique's strengthening commitment to the U.S. market, the French Caribbean island will welcome a new U.S. flag hotel, the Radisson Hotel & Spa Martinique, in 2011. Formerly the Bataliere Hotel, the 175-room property will undergo a \$10 million renovation beginning in mid-June and is expected to join the Radisson brand by the end of 2011.

Both developments follow closely on the heels of Martinique's victory in a "Best Caribbean Destination" poll conducted by About.com's Caribbean Travel site (<http://gocaribbean.about.com>) in April 2010. Martinique garnered 38% of the 3,800 voters, out-pacing second place finishers Dominica and St. Kitts & Nevis (26%).

About Martinique (www.martinique.org)

The Caribbean island with French flair, The Isle of Flowers, The Rum Capital of the World, The Isle of the Famed Poet (Aimé Césaire) – by any one of its many names Martinique remains one of the most alluring and enchanting destinations in the world; as unforgettable as a summer romance or a first kiss. Named "Best Gourmet Island of the Year" in 2008 and 2009 by Caribbean World Magazine, Martinique is an overseas region of France that stirs the passions with distinctive culinary delights, awe-inspiring natural beauty, a rich cultural history, warm smiles and so much more. Napoleon's bride, Empress Josephine, was born and raised here. Majestic Mt. Pelée and The Pompeii of the Caribbean, St. Pierre, is found here. The finest French products, from Chanel fashions to Limoges porcelain, are readily available here. La Route des Rhums, a tour of the world's finest rum distilleries based on France's famed Route des Vins, is offered here. A special place, to be sure, with so much to offer – Martinique c'est magnifique!



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