

## FOR IMMEDIATE RELEASE

### Media Contacts:

Katie Barr/John Weiss  
Susan Magrino Agency  
Tel: 212-957-3005  
Fax: 212-957-4071  
E-mails: [Katie@smapr.com](mailto:Katie@smapr.com);  
[john@smapr.com](mailto:john@smapr.com)

Nadeige Martelly  
Club Med  
Tel: 305-925-9106  
Fax : 305-925-9052  
E-mail: [nadeige.martelly@clubmed.com](mailto:nadeige.martelly@clubmed.com)

## CLUB MED ANNOUNCES MAJOR UPGRADE AND EXPANSION OF CLUB MED BUCCANEER'S CREEK IN MARTINIQUE

### Premier All-Inclusive Group's Legendary First Village in the Americas To Reopen in December 2005 Featuring New Upscale Look and Facilities

(CORAL GABLES, FL, February 18, 2005) -- Having created the legend of Club Med in the United States since its 1971 opening as one of the company's first villages in the Americas, the Club Med Buccaneer's Creek in Martinique is undergoing a top-to-bottom \$50 million upgrade and expansion, relaunching in December 2005 to welcome a new generation of travelers.

Set on a lush 55-acre coconut palm grove along one of the most beautiful beaches in Martinique, the idyllic Club Med Buccaneer's Creek has long been a treasured getaway for American travelers, and more often than not their first introduction to the Club Med experience.

When it reopens in December, the resort will feature a truly upscale experience in signature Club Med style, featuring the company's Total All-Inclusive™ offerings. There will be 293 completely renovated rooms including 44 suites. A host of new and updated facilities include a full-service spa, a beachside multi-functional entertainment area and "floating bar,". Amenities and services at the new Buccaneer's Creek will all be top-of-the-line, from pillow-top beds with upgraded linens to plush bath sheets, slippers and luxurious bath amenities to CD players in each room.

The architecture and the décor of the upgraded village will complement and enhance the natural beauty of Martinique, in a style that's chic and modern as well as being organic and relaxed. Designed by Paris-based architects Groupe RJ, the new Club Med Buccaneer's Creek will feature an abundant use of natural materials throughout, punctuated by vivid splashes of

color to create a very casual, tropical ambiance that embodies the exotic and sultry French Caribbean aesthetic.

In a unique partnership between Club Med, local organizations and governmental authorities in Martinique, the rebirth of Buccaneer's Creek will effectively serve as a catalyst to reignite the island's tourism industry from the U.S. market. Commented John Vanderslice, President and CEO of Club Med Americas, "We are incredibly excited about the renaissance of Buccaneer's Creek and have made a firm commitment to work closely with the local Martinique authorities to create one of the most unique all-inclusive experiences in the Caribbean. The history of this property, along with the substantial upgrades that are underway and the stunning beauty and decidedly French flavor of the 'Isle of Flowers,' will make for a truly incomparable resort."

While the original Buccaneer's Creek catered primarily to an adult clientele, the new village will accept children, though no Mini Club or children's programs will be offered. In keeping with the Club Med philosophy, a wide range of activities and sports will be available, giving guests the option of a very active vacation, or the very relaxing art of doing nothing at all.

The rebirth of Buccaneer's Creek represents a key initiative in Club Med's recently-announced "up market" strategy and the company's ongoing commitment to meet the more refined demands of today's travelers, both American and international. Other major facility and service improvements that Club Med has instituted in the Americas include a complete renovation of guest rooms at Club Med Turquoise in Turks & Caicos and an upgrading of rooms and public spaces at Club Med Columbus Isle in the Bahamas. In addition, the company has made substantial upgrades across all villages, from enhanced in-room amenities to improved beds and quality of linens, to unique partnerships with service innovators such as Crunch Fitness, which now oversees the fitness programming in all Club Med villages.

\* \* \*

#### **ABOUT CLUB MED**

Club Med is the originator of Total All-Inclusive Vacations with more than 100 villages in exotic locations, spanning over 40 countries around the globe. Club Med's Total All-Inclusive vacations provide maximum flexibility and a wealth of choices – all for one all-inclusive price. Guests can enjoy a variety of dining options throughout the day and evening (from gourmet buffets to snacks galore); cool drinks and cocktails to whet the palate at any hour; a wide array of sports and activities for adults and families alike, and a host of world-class amenities -- making a Club Med vacation the best upscale, all-inclusive vacation value in the industry. Additional information about Club Med is available to consumers at [www.clubmed.com](http://www.clubmed.com) and to media representatives at [www.clubmedpress.com](http://www.clubmedpress.com).