

Media Contacts:

Katie Barr/Nancy Uber
Susan Magrino Agency
Tel: 212-957-3005
Fax: 212-957-4071
E-mail: katie@smapr.com
nancy@smapr.com

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

**CLUB MED SET TO OPEN THE NEW UPSCALE
BUCCANEER'S CREEK RESORT IN MARTINIQUE**

Non-Stop Air Service from New York Begins December 17

(CORAL GABLES, FL, August 29, 2005) – Club Med will debut the new \$60 million **Club Med Buccaneer's Creek** resort on the island of Martinique in December 2005. The opening of this spectacular resort, set on one of the island's most beautiful beaches, represents an important step in Club Med's ongoing global expansion and part of its commitment to appeal to the needs of today's upscale traveler.

Getting to Martinique will also be easier than ever before, with new weekly non-stop charter flights from New York City's JFK International Airport to Fort-de-France in Martinique beginning on December 17, allowing guests to arrive at this enchanted resort in time for lunch.

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.

The new Club Med Buccaneer's Creek is being constructed on the site of the original resort which, since its opening in 1969, has become a legend in the Americas, virtually redefining the resort experience. When the new \$60 million property opens in December, it will feature a truly upscale experience in signature Club Med style, featuring the Total All-Inclusive™ offerings. New and updated amenities include a 5,000-square-foot oceanside infinity-edge pool with massage jets, The Club Med Spa with five treatment rooms offering wet and dry treatments, the Club Med Gym with high-tech fitness facilities, a beachside multi-functional entertainment area and three new restaurants. The resort is a delightful discovery for all generations.

The architecture and the décor of the resort will complement and enhance the natural beauty of Martinique, in a style that's chic and modern as well as 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 creating a very casual, tropical ambiance that embodies the exotic and sultry French Caribbean aesthetic.

The 293 completely new rooms, including 44 spacious suites, will feature numerous new top of the line amenities such as CD players, flatscreen televisions, pillow-top beds with plush bedding, deluxe terrycloth bath sheets, and lavish bath amenities. Mini-refrigerators stocked with bottled water, soda and juices will be added so that guests won't have to leave the comfort of their luxurious rooms to enjoy a refreshing beverage.

The rooms and suites are being designed in a “French Caribbean” fashion fused with sleek, modern details affording a relaxed, elegant style. Traditional Martinique elements will be incorporated with touches such as dark wood furniture, elegant white tiled floors and colorful Caribbean style bedding. Beautiful wood headboards will feature spirited whimsical Creole phrases carved into them, radiating the feeling and energy of this lively destination. Additionally, the accommodations will feature vibrantly colored, state-of-the-art bathrooms showcasing double vanity areas and large deluxe rainshowers.

The new 5,000-square-foot oceanside infinity-edge pool will be equipped with soothing massage jets, allowing guests the ultimate in relaxation while enjoying spectacular views of the Caribbean and the famous Rocher du Diamant (Diamond Rock). The elegantly appointed pool area will include plush daybeds, overstuffed deck chairs and umbrella-covered wooden tables where guests can enjoy refreshments and authentic Creole cuisine.

Buccaneer’s Creek is adding three new, distinct dining options. The resort’s new signature restaurant, La Belle Creole, will serve Creole cuisine. This signature restaurant will be set in the heart of a coconut grove and will offer breathtaking views of the sparkling, turquoise ocean. The main restaurant, Pays Melés, will feature traditional buffet-style dining offering a wide variety of cuisines to please the most discerning palates. Guests can also enjoy Le Madou, the resort’s poolside grill.

All Club Med properties give guests the option of a very active vacation, or the very relaxing art of doing nothing at all. For both types of guests, Buccaneer’s Creek has three distinct, silky sand beaches offering different atmospheres and levels of activity. The largest beach is a beautiful location for friends and family to meet, play or relax without disturbing other beach go-ers. Located directly on this beach will be a new fitness palapa for yoga, meditation, Pilates and a host of additional fitness activities. A second beach area will cater to the sports enthusiast boasting a water ski dock, beach volleyball area and musical entertainment. The third beach area will offer a place where quiet non-motorized watersports will be available making it a serene spot for those looking for calm and tranquility.

The exotic flora found on Martinique, “The Island of Flowers,” will be showcased on the grounds of Buccaneer’s Creek, providing wonderful aromas and a sense of peace and well-being for guests. Plants and flowers such as hibiscus and bougainvillea as well as one of the largest cocoteraie plants in Martinique are found surrounding the resort’s beaches. Brushy savanna vegetation such as cacti, frangipani trees, balsam, logwood and acacia shrubs will be scattered throughout the property.

Spending time at Club Med allows guests the chance to connect through the many activities available for each and every mood. For keeping in shape while on vacation, the Club Med Gym will be an updated and modern fitness facility. There will also be six hard-surface tennis courts and daily water aerobics in the infinity-edge pool. Wakeboarding, waterskiing, windsurfing, snorkeling, and kayaking are a few of the ocean activities that will be offered while basketball, bocce ball, soccer, table tennis and volleyball will be offered on land – all at no additional charge.

For those guests looking to dance and enjoying the evenings, Club Med Buccaneer’s Creek will offer two lively bars and a nightclub. Each bar will have local music and entertainment where guests can embrace the traditional West Indies beats and dance throughout the night or enjoy traditional entertainment by local musicians, artists and performers. The nightclub will be adjacent to the open-air beach bar and will serve cocktails throughout the night. The main bar, “Le Madou,” will serve light fare all day and all night and will be the perfect meeting point for families and friends to talk about their exciting daily activities or plan their evening festivities.

In a unique partnership between Club Med, local organizations and governmental authorities in Martinique, the opening of Buccaneer's Creek will help reignite the island's tourism industry from the U.S. market, as the original Club Med Buccaneer's Creek did in 1969.

"The new Buccaneer's Creek will breathe new life into Martinique as well as serve to further strengthen the Club Med brand," commented John Vanderslice, President and CEO of Club Med Americas. "We are incredibly excited about the birth of this truly world-class resort, on the best beach on what I consider to be one of the best islands in the Caribbean. And for U.S. travelers, it will be very easily accessible with our weekly non-stop charter flights."

While the original Buccaneer's Creek catered primarily to an adult clientele, the new resort 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 making the resort the most inclusive resort on Martinique.

The rebirth of Buccaneer's Creek represents a key initiative in Club Med's ongoing "upmarket" strategy and the company's continued 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, public spaces and services at Club Med Columbus Isle in The Bahamas. In addition, the company has made substantial upgrades across all resorts, from enhanced in-room amenities to improved beds and quality of linens, to unique partnerships with service innovators such as Crunch Fitness.

Seven-night air-inclusive rates from New York City to Club Med Buccaneer's Creek, Martinique will start at \$1,775 per person. Membership fees of \$55 per adult are additional. For more information on Club Med, travelers can call 1-888 932 2582, visit Club Med online at www.clubmed.com or contact their preferred travel professional.

* * *

ABOUT CLUB MED

Club Med is the originator of Total All-Inclusive Vacations with more than 100 resorts 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 and to media representatives at www.clubmedpress.com.