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MARTINIQUE EXPANDS LUXURY HOTEL OPTIONS WITH RE-BIRTH OF PLEIN SOLEIL

Stylish boutique 'hotel de charme' reopens following comprehensive six-month renovation

NEW YORK, NY – April 19, 2007 – High up in the hills above the charming town of Le François on Martinique's alluring Atlantic coast, sits the Caribbean's newest tres chic address for luxurious pampering, peace and serenity. Introducing Maison d'Hôtes Plein Soleil, a sublime expression of exquisite style, exclusive amenities and exceptional service recently re-born following a comprehensive six-month renovation, which saw the property expand its already renowned restaurant, add a new pool area, and increase its complement of luxury accommodations from 12 to 16.

Ideal for lovers and honeymooners, Plein Soleil has been a favorite of the jet set since its initial opening in 1998. Now in its latest incarnation, its legend is sure to grow.

All 16 guestrooms and suites are spread among five colourful villas, each designed in the style of *creole cases*, or petite houses adorned with wooden fretwork. Though sharing the same architectural style, each villa is unique in its own special way, with some seemingly carved from the hillside, further accentuating the property's transcendent union with nature.

As in the past, the dramatic hilltop views of Le François, its surrounding bay and nearby islands from the guestrooms and suites at Plein Soleil provide ample reason to visit, but it's the generous room and new luxury amenities that will entice the most discerning visitors to stay.

Near the hotel's enchanting new pool area, a single-story villa houses the two brand-new Jardin Suites. Each of these 1,033 square-foot suites features a spacious, airy bedroom with a high ceiling, large bathroom, expansive deck and private plunge pool.

The equally brand-new bi-level Duplex Suites offer even greater comfort spread over 1,302 square-feet of living space. An inviting living room welcomes guests at the first floor entrance. A sizeable bedroom, deluxe bathroom and private plunge pool are located on the ground floor.

Additional room categories include Master Rooms (537 square-feet) and Guest Rooms (322 square-feet). All rooms have been expertly outfitted with contemporary designer furnishings, flatscreen TV's, WiFi, mini-fridges, direct phone lines, elegant fixtures and more.

A main attraction at Plein Soleil is its decidedly decadent culinary delights. Housed in an 1880's French colonial home that serves as the hotel's main building, the restaurant at Plein Soleil features a robust menu combining traditional French and Creole cooking styles to create gastronomic works of art. The dining area was also expanded as part of the recently completed renovation, stretching over a wide and inviting terrace that is traversed by a tropical fish pond with soothing waterspouts.

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Guests enjoy the 1,001 flavors created by chef Nathanael Duceil, who recently returned to Martinique following several months of training with Alain Ducasse, one of France's most illustrious culinary masters. The restaurant at Plein Soleil has always been known for its original, contemporary menu, and Chef Duceil is now serving some of the most inventive dishes this side of Paris. He presents his "food art" on oversized, geometric dinnerware with proper wine glasses complementing the sophisticated *carte de vin*. Refreshingly, the Plein Soleil staff is elevating the refinement of the fine dining scene in Martinique without being *haute* in the starched sense.

When not enjoying the comforts of their luxury accommodations or Chef Duceil's wondrous culinary creations, guests at Plein Soleil can lounge at the property's new pool area, located near the new Jardin Suites. Guests also delight in relaxing at the hotel's stylish great house, listening to calming music or speaking with the property's affable owner, Jean-Christophe Yoyo. Bilingual in French and English, Mr. Yoyo is always pleased to share the secrets to a magical stay in Martinique.

For reservations and more information on Maison d'Hôtes Plein Soleil, contact Tel: 011-596-596-38-07-77, Email: pleinsoleil1@wanadoo.fr, Web: www.pleinsoleil.mq.

Luxury hotel options in Martinique are not confined Plein Soleil. The choicest of the island's more than 6,000 guest accommodations can be found at the following properties:

The Cap Est Lagoon Resort & Spa, a Relais & Châteaux property that is also Martinique's only four-star deluxe hotel, boasts an award-winning pedigree the envy of any luxury property. Prior to attaining Relais & Châteaux status in February 2004 and immediately following its grand opening in December 2002, the Cap Est Lagoon Resort & Spa was named one of the 80 best new hotels in the world by Condé Nast Traveler. The property was also recognized as "Martinique's Leading Hotel" at the 11th Annual World Travel Awards held in December 2004. With 50 deluxe oceanview suites (35 of which have private pools), attentive service, full-service spa, incredible cuisine and amenities designed with the most discerning of travelers in mind, Cap Est Lagoon's awards are very well deserved.

For Cap Est Lagoon Resort & Spa reservations and more information, contact reservation manager Betty Cappa as follows – Tel: 011-596-596-54-80-80, Email: betty@capest.com, Web: www.capest.com.

Domaine Saint Aubin is a superb boutique hotel located on the Northern Atlantic coast in the town of Trinité. A total of 12 rooms are spread throughout this splendid colonial manor, which entices guests with exceptional service and special touches like Napoleon the 3rd mahogany furniture, large terraces, a delicately colored swimming pool and a magnificent park "à la Française." Gentle sea breezes, delectable confections prepared by the on-property chef, and the friendliness and warmth of the owners combine to draw visitors back again and again to this lovingly restored 19th-century Louisiana-style hotel.

For reservations, rates and more information, contact Domaine Saint Aubin at Tel: 011-596-596-69-34-77, Email: reservation@ledomainesaintaubin.com, Web: www.ledomainesaintaubin.com.

Club Med Buccaneer's Creek reopened in December 2005 following a \$60 million makeover into an entirely new resort playground catering to upmarket travelers. This sprawling property stretches along the same 55-acre coconut palm grove as its predecessor, the original Club Med, which opened in 1969. Club Med Buccaneer's Creek more than lives up to its legendary ancestry with 293 completely new rooms, including 44 spacious suites, each tastefully outfitted with uniquely French Caribbean décor and boasting the finest in-room amenities – flat screen TVs, pillow-top beds, plush bedding and CD players are all standard. The 5,000 square-foot Oceanside pool, decadent Club Med Spa, state-of-the-art fitness facilities and three distinctive restaurants solidify Club Med Buccaneer's Creek position as one of the hottest new hotels in the Caribbean.

For Club Med reservations and more information, contact Tel: 1-888-WEB-CLUB, Web: www.clubmed.us.

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About Martinique (www.martinique.org)

A Little Bit of France in the Caribbean, The Isle of Flowers, The Rum Capital of the World – by any one of its many names Martinique remains one of the most alluring and enchanting destinations in the world; as unforgettable as a first crush, a first kiss. Martinique is an overseas department of France, and like its Mother Country this vibrant island stirs the passions with awe-inspiring natural beauty, a rich cultural history, distinctive culinary delights, warm smiles and so much more. Napoleon's bride, Empress Josephine, was born and raised here. The Pompeii of the Caribbean, St. Pierre where 30,000 people perished during the 1902 eruption of Mount Pelée, 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!

For more information on Martinique, contact the Martinique Promotion Bureau /CMT USA, 444 Madison Avenue, 16th Floor, New York, NY 10022 – Tel: 212 838 6887 - Fax: 212 838 7855 – Email: info@martinique.org – Web site: www.martinique.org.

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