

For Six Month Period Ending 07/31/2010
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant
M. Silver Associates, Inc.
- (b) Registration No.
3131
- (c) Business Address(es) of Registrant
747 Third Avenue, 23rd Floor
New York, NY 10017

2. Has there been a change in the information previously furnished in connection with the following:

- (a) If an individual:
- | | | |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
- (b) If an organization:
- | | | |
|--------------------------|------------------------------|--|
| (1) Name | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
- (c) Explain fully all changes, if any, indicated in items (a) and (b) above.

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IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4 AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.
- Yes No
- If yes, have you filed an amendment to the Exhibit C? Yes No
- If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position	Date connection ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal? Yes No

If yes, identify each such person and describe his service.

(b) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or connection	Date terminated
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(c) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes No

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement? Yes No

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name of foreign principal

Date of termination

8. Have you acquired any new foreign principal² during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name and address of foreign principal

Date acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principals² whom you continued to represent during the 6 month reporting period.

VIA RAIL

OFICINA DE VISITANTES Y CONVENCIONES DE LA RIVIERA NAYARIT

Singapore Tourism Board

Aruba Tourism Authority

Turkish Culture & Tourism Office

10. **EXHIBITS A AND B**

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A³ Yes No
 Exhibit B⁴ Yes No

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during the 6 month period? Yes No

If yes, have you filed an amendment to these exhibits? Yes No

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9).) A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157), sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155), sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes No

If yes, identify each such foreign principal and describe in full detail your activities and services:
Please see Attachment II for more details.

-
12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below?
Yes No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates and places of delivery, names of speakers and subject matter.

-
13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes No

If yes, describe fully.

⁵ The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS - MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes No

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies⁶.

Date	From whom	Purpose	Amount
Please see Attachment I			

Total

(b) RECEIPTS - FUND RAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign⁷, any money on behalf of any foreign principal named in items 7, 8, or 9 of this statement? Yes No

If yes, have you filed an Exhibit D⁸ to your registration? Yes No

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes No

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
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⁶ 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS – MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

(2) transmitted monies to any such foreign principal? Yes No

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To whom	Purpose	Amount
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Please see attachment III for details

\$19,876.20

Total

(b) DISBURSEMENTS – THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes No

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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(c) DISBURSEMENTS – POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
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^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials¹²?
Yes No

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

- VIA RAIL
- OFICINA DE VISITANTES Y CONVENCIONES DE LA RIVIERA NAYARIT
- Singapore Tourism Board
- Aruba Tourism Authority
- Turkish Culture & Tourism Office

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- | | | | |
|--|--|--|---|
| <input checked="" type="checkbox"/> Radio or TV broadcasts | <input checked="" type="checkbox"/> Magazine or newspaper articles | <input type="checkbox"/> Motion picture films | <input type="checkbox"/> Letters or telegrams |
| <input type="checkbox"/> Advertising campaigns | <input checked="" type="checkbox"/> Press releases | <input type="checkbox"/> Pamphlets or other publications | <input type="checkbox"/> Lectures or speeches |
| <input type="checkbox"/> Internet | <input type="checkbox"/> Other (specify) _____ | | |

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- | | | |
|--|---|---|
| <input type="checkbox"/> Public officials | <input checked="" type="checkbox"/> Newspapers | <input type="checkbox"/> Libraries |
| <input type="checkbox"/> Legislators | <input checked="" type="checkbox"/> Editors | <input type="checkbox"/> Educational institutions |
| <input type="checkbox"/> Government agencies | <input type="checkbox"/> Civic groups or associations | <input type="checkbox"/> Nationality groups |
| <input type="checkbox"/> Other (specify) _____ | | |

21. What language was used in the informational materials:

- English Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes No

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes No

12 The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

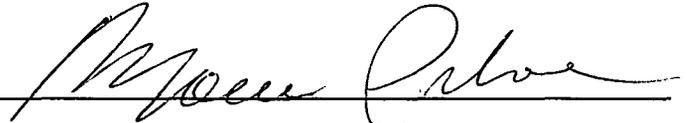
VI – EXECUTION

In accordance with 28 U.S.C. §1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Type or print name under each signature¹³)

8/25/2010



Morris Silver

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¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.



U.S. Department of Justice

National Security Division

Washington, DC 20530

SECTION B

In addition to those persons listed in Section A, list below all current employees rendering services directly on behalf of the foreign principals(s) who have not filed short-form registration statements. (Do not list clerks, secretaries, typists or employees in a similar or related capacity). If there is some question as to whether an employee has an obligation to file a short-form, please address a letter to the Registration Unit describing the activities and connection with the foreign principal.

Name	Function	Date Hired
Dawn Weissman	Vice President	Sept, 2005
Lori Traczyk	Vice President	3/1/2010

Signature:  Date: 8/25/2010
Title: CEO

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Attachment I

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M. Silver Associates, Inc.
Customer Balance Detail
Period 02/01/09 - 07/31/09

	Date	Num	Amount
270 Aruba Tourism Authority			
	02/01/2010	1002113	18,000.00
	02/28/2010	1002515	3,914.63
	03/01/2010	1003120	18,000.00
	03/31/2010	1003524	4,318.59
	04/01/2010	1004117	18,000.00
	04/30/2010	1004503	4,489.67
	05/01/2010	1005117	18,000.00
	05/31/2010	1005502	4,601.77
	06/01/2010	1006108	18,000.00
	06/30/2010	1006505	5,354.70
	07/01/2010	1007113	18,000.00
	07/31/2010	1007510	2,874.63
Total 270 Aruba Tourism Authority			133,553.99
360 Riviera Nayarit			
	02/24/2010	1002132	9,008.00
	02/24/2010	1002503	795.14
	02/24/2010	1002504	1,719.89
	02/28/2010	1002502	187.75
	03/30/2010	1003136	9,008.00
	03/30/2010	1003504	717.57
	04/30/2010	1004119	9,008.00
	05/27/2010	1005124	9,008.00
	06/30/2010	1006125	9,008.00
	07/27/2010	1007130	9,008.00
	07/27/2010	1007503	805.01
	07/27/2010	1007504	1,029.87
Total 360 Riviera Nayarit			59,103.23
372 Turkish Culture & Tourist Office			
	02/28/2010	1002135	22,500.00
	03/31/2010	1003122	22,500.00
	03/31/2010	1003529	1,007.64
	04/30/2010	1004121	22,500.00
	05/31/2010	1005114	22,500.00
	06/30/2010	1006110	22,500.00
	07/31/2010	1007118	22,500.00
Total 372 Turkish Culture & Tourist Office			136,007.64
399 VIA Rail Canada Inc.			
	02/01/2010	1002116	10,000.00
	02/28/2010	1002506	980.14
	03/01/2010	1003124	10,000.00
	03/31/2010	1003520	840.36
	04/01/2010	1004123	10,000.00
	04/30/2010	1004508	1,443.00
	05/01/2010	1005116	10,000.00
	05/31/2010	1005514	777.35
	06/01/2010	1006111	10,000.00
	06/30/2010	1006512	1,234.34
	07/01/2010	1007120	10,000.00
	07/31/2010	1007508	1,028.03
Total 399 VIA Rail Canada Inc.			66,303.22
844 Singapore Tourism Board			
	02/01/2010	1002106	15,000.00
	02/28/2010	1002519	2,815.49
	02/28/2010	1002520	206.00
	03/01/2010	1003101	15,000.00
	03/18/2010	1003501	2,976.34
	03/19/2010	1003502	155,050.00
	03/19/2010	1003132	10,000.00
	03/23/2010	1003503	9,150.00
	03/24/2010	1003506	13,000.00
	03/31/2010	1003507	19,412.55
	03/31/2010	1003508	812.90
	04/01/2010	1004104	15,000.00
	04/15/2010	1004500	7,814.80
	04/30/2010	1004510	1,694.42
	04/30/2010	1004511	9,203.80
	04/30/2010	1004512	3,386.03
	05/01/2010	1005119	15,000.00
	05/04/2010	1005500	500.00
	05/31/2010	1005504	17,888.14
	05/31/2010	1005505	2,865.43
	05/31/2010	1005506	360.29
	05/31/2010	1005507	4,409.20
	06/01/2010	1006102	15,000.00
	06/30/2010	1006524	3,688.50
	06/30/2010	1006525	786.00
	07/01/2010	1007103	15,000.00
	07/31/2010	1007515	2,150.16
	07/31/2010	1007516	3,497.40
	07/31/2010	1007517	399.21
Total 844 Singapore Tourism Board			362,066.66
TOTAL			757,034.74

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Attachment II



North America Culinary PRESS TRIP

Robert Einhorn - M. Silver Associates

Liza Sardi- Sun Media / Canada

Heidi Patalano - Metro News paper / USA

Rebecca Stevenson - Two The Source for Couples/ Canada

HOST HOTEL: Radisson Aruba Resort, Casino & Spa

DATE: February 04 - 07, 2010

ATA REP: Maritza Tromp Lacle

Thursday, February 04, 2010

- 12:40pm Arrival of Heidi Patalano & Robert Einhorn on JetBlue flight and transfer to host hotel by ATA Rep.
- 4:10pm Arrival of Rebecca Stevenson on American Airlines and transfer to host hotel by ATA REP
- 4:29pm Arrival of Liza Sardi on USAir and transfer to host hotel by ATA REP.
- 6:00pm Enjoy a welcome tour of The Radisson Aruba Beach Resort and Casino with hotel representative. (Please meet in lobby)
- 6:30pm Welcome cocktails while watching the sunset on the beach follow by a wonderful dinner on the Beach at your host hotel.
(Attire smart casual)

Friday, February 05, 2010

- 8:00am Breakfast at your host hotel at Plaza Club
- 9:30am Visit the **Aruba Aloe Factory** and Museum to learn more about this wonderful plant and what it represented for Aruba's economy and history. (*Bring your camera*)
- 10:30am Visit the **Archeological Museum** and learn about the different periods such as; the Pre-ceramic, the Ceramic and the Colonial period etc...
- 11:30am Visit **Aruba's Historical Museum** and learns about the Aruban traditions and life styles.
- 12:00 Enjoy e delicious lunch at **Nos Cunucu Restaurant**, enjoy Aruba's local food at this unique typical Aruban cunucu house, order the pan bati or the funchi and get a taste of real good food.
- 2:00pm Enjoy an afternoon of snorkeling and fun in sun with stops at the Antilla Ship wreck and the Boca Catalina. It includes an open bar with great beverages and cocktails and snorkeling gears. (*Bring your towel, bathing suit, your camera and lots of sun block*)
- 5:30pm Return to your host hotel



7:30pm Enjoy dinner at **Papiamento Restaurant**, dine in the beautiful tropical garden, which is full of enormous trees and exotic plants decorated with beautiful lights, creating a unique and relaxing atmosphere. Or dine inside the authentic 19th century Aruba Country in one of the several elegant furnished air-conditioned rooms surrounded by rare style Dutch antiques. Choose from a selection of fresh seafood and delicious meats with a touch of Aruba. (*Attire: Casual*) while experiencing the preparation of the traditional dish "**Keeshi Yena**".

Saturday, February 06, 2010

8:00am Breakfast at your host hotel at Plaza Club

9:30am Experience & learn about Aruba on an extensive island tour, which will include stops at the California Light house (1916), the charming Alto Vista Chapel (1750), the Bushiribana gold mill ruins (1872), the baby Natural Bridge and the spectacular Ayo rock formation, The National Park Arikok. The tour on the east side of the island will include stops at the Frenchmen pass, the Balashi Gold Smelter Ruins (1899) the water desalination plant WEB (1959) Mangel Halto Beach & Picnic Area, Aruba's first city Savaneta (1724), visit Aruba's second city San Nicolas, Rodgers Beach and Baby Beach, Boca Grandi.

1:30pm Enjoy Lunch at Charlie's Bar & Restaurant located in the midst of Downtown San Nicolas since 1941. Charlie's Bar is and has been a favorite hang out place for both tourists and locals for over 60 years.

4:00pm Visit the **Larimar Spa** at your host hotel and enjoy an afternoon of beauty and relaxation with their special surprise spa treatment for everyone.

6:30pm Experience Aruba's breathtaking sunset right on one of Aruba's most beautiful beaches while dining at **The Pirates Nest** located at the Tara Suites and meet the Chef cook who will explain to you the making of some local dishes. (*Attire: casual*)

9:30pm *Opportunity to visit the Annual Carnival Lighting Parade in Oranjestad*

Sunday, February 07, 2010

Breakfast at your host hotel at Plaza Club

Morning at leisure

11:30am Transfer Ms. Liza Sardi to Queen Beatrix International Airport

1:00pm Transfer Ms. Rebecca Stevenson to Queen Beatrix International Airport

2:30pm Departure on USAir

2:40pm Transfer Ms. Heidi Patalano & Mr. Robert Einhorn to Queen Beatrix International Airport

4:10pm Departure on American Airlines

5:40pm Departure on JetBlue

**THANK YOU FOR VISITING ARUBA AND WE HOPE
TO WELCOME YOU AGAIN SOON.**



**SUGGESTED ITINERARY FOR ANN ABEL
ISTANBUL**

JUNE 07 - 15, 2010

NOTE:

The red sections of the program below are making reference to the "List of Some of the Suggested Places and Experiences in ISTANBUL" (pages, 5-23)

Two dense and full days are needed to explore the top historical and archaeological venues of Istanbul (highlighted / bold on the program below), hence based on the opening days and logistic data, we have dedicated the Tuesday and Wednesday of your stay to these great sites

Sunday, June 6 - DEPARTURE

4:45 pm Depart New York's John F. Kennedy International Airport by Turkish Airlines flight #TK 0002 at 4:45 pm

Monday, June 7 - ISTANBUL

09:25 am Arrive in Istanbul. Meeting and assistance at the airport, your car will be waiting for you at the exit of airport terminal to drive to the Atakoy Marina located few minutes away from the airport, in order to board your private luxury motorboat and immediately be immersed by the stunning city of Istanbul and sail straight for 1 hour and 15 minutes to the Hotels Les Ottomans. Settle, relax and enjoy the scenic view along the Bosphorus without the traffic of the bursting city!

Afternoon (?)

Overnight at Les Ottomans in Istanbul

Tuesday, June 8 - ISTANBUL

Following your breakfast at the hotel, your expert lecturer private guide will accompany you throughout your day to explore the most important sites of Istanbul through a genuine way filled with off the beaten track spots.

You will drive along the Bosphorus to reach the unparallel district and one of the oldest sections of the city, well known as the Old City. This part of the town will help you to jump from the Roman to the Byzantine era and then to the Ottoman period by exploring famous monuments and edifices.

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You will visit the **Roman Hippodrome**, which used to be a 60,000-seater stadium built for horse races, but also the heart of the socio-political arena of the Roman capital. Then, by entering in the garden of the **Blue Mosque**, you will explore the 17th Century Ottoman edifice featuring six minarets and over 20 000 blue Iznik hand-made tiles giving the mosque its name. A short walk through the busy and colourful Sultanahmet will help you to reach **the Byzantine Underground Cistern**, a gigantic water reservoir with a water capacity of 80.000 cbm. This mystic structure with its 360 columns was constructed under the ground by the order of Emperor Justinien, to prove to the world the "limitless" wealth and power of the Byzantine Empire. Then visit **Hagia Sophia**, Fifteen hundred years old cathedral of Hagia Sophia, one of the architectural wonders of the world with several wonderful mosaic panels. See the recent discovery, **Angel face**: This centuries-old mosaic of a stunning angel face was recently uncovered at Istanbul's Hagia Sophia, the former Byzantine cathedral of that today stands as one of the oldest museums in the world. The seraphim figure - a representation so significant that it was mentioned in the Bible - is believed to be more than 700 years old. The mosaic had been hidden since 1453, when the Ottoman Turks conquered what was then Constantinople and the building was converted to a mosque by Sultan Mehmed.

Further to a lunch at our suggested but your preferred style, an afternoon at **the Galata Tower** would be ideal to enjoy this very nice district of the city.

Pera Palace visit 2:00 pm

While you are in the Galata Tower district, we would recommend the following experiences:

Visit some of the suggested designers in Galata

Laundromat

Lal Boutique

Bahar Korçan Boutique

Simay Bülbul

Berna - Rana Canok

Zeckie

Overnight at Les Ottomans in Istanbul



Wednesday, June 9 - ISTANBUL

Another memorable day in Istanbul will start with the **Topkapi Palace and its Imperial Treasury Section**- the center of the Ottoman government and court, where the Ottomans ruled most of Europe and the Middle East from here. Covering the prime property on the peninsula, the court-defined grounds of the Palace express, in the architectural sense, the Ottoman ideal of perfection and centralized power. You will enjoy the breath-taking gardens, domes, porticos, terraces, great halls and gates of the Palace. Visit Harem section.

A walk through the municipal gardens, will give you access to the **Turkish and Arts Museum** which is housed in the elegant palace of Ibrahim Pasha, one of Suleyman the Magnificent's many ill-fated grand viziers. Among many other wonders, it contains an unrivalled display of Turkish carpets, some of which date back to the early 13th century. This collection is sure to impress the guests with both its beauty and variety, whetting their appetite to discover more of Turkey's traditional artforms.

14:30 - House tour at Four Seasons Hotel Istanbul at Sultanahmet

On the middle of the day, we will spend some time at our recommended and your preferred restaurant before visiting the **Egyptian Spice Bazaar** for a true taste of culture, spices, colors and senses.

Visit Rustem Pasa Mosque

Overnight at The House Hotel in Galatasaray.

Thursday, June 10 - ISTANBUL

Visit Chora Museum

In the finale of the day, before you are returned to your hotel, you will visit the World Famous **Grand Covered Bazaar** - the mother of all bazaars with 4000-shops.

Zela Fine Jewellery

Hilat

Topall Jewellery

Sivasli Yazmaci

Mavi Kose

Can Antiques

Paul Chalabi

Ziva Antique

Muhlis Gunbatti



**Igus
Abdulla
Dhoku
Sevan Bicakci
Avedis**

Overnight at The House Hotel in Galatasaray.

Friday, June 11 - ISTANBUL

Our recommendation would be to spend the day on the track of the hip, trendy and fashionable designers of Istanbul. While enjoying their style with the Ottoman or traditional touch, you will also explore the most trendy parts of Istanbul from Cukurcuma, to Nisantasi

Visit some of the suggested designers in Cukurcuma

**A La Turca
Elements
Hall Istanbul
Kamer Kirac
Modern Tarih**

Visit some of the suggested designers in Nisantasi

**Yastik
Ayse Taki
Gonul Paksoy
Armaggan
Closh
Mine Kerse
Haremlique
Zeynep Erol Taki**

Overnight at Park Hyatt Macka in Istanbul

Saturday, June 12 - ISTANBUL

Visit Bebek

Overnight at Park Hyatt Macka in Istanbul



Sunday, June 13 - ISTANBUL

Sunday should be a day of leisure and relaxation, where further to days of brand new experiences, new colours and flavors, the time has come to take your camera and enjoy some "Istanbul Sunday activities" with for instance spend some time at Bebek district or on the Bosphorus, or maybe immerse yourself in the fancy and busy İstinye district and see what the elite Turkish people are doing.

Visit Asian side

Beylerbeyi Palace (?)

Uskudar

Kuzguncuk

House tour - Sumahan Hotel, Asian side (TBC)

Haydarpasa train station

Lunch at Ciya Sorasi

Afternoon visit Bagdat Avenue

Divan Kalamış Brasserie

Overnight at Ciragan Kempinski in Istanbul

Monday, June 14 - ISTANBUL

Free day for site visits.

Overnight at Ciragan Kempinski in Istanbul

Tuesday, June 15 - ISTANBUL

Transfer to the airport. Depart Istanbul's Ataturk Airport by Turkish Airlines flight number TK 0001 at 11:00 am



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LIST OF SOME OF THE SUGGESTED PLACES AND EXPERINECES IN ISTANBUL

PERA – GALATA DISTRICT

The Pera & Galata districts are the most authentic and special places of Istanbul. There is no better way to discover some narrow and colourful streets on foot. This promenade is made of eye-opener and discoveries, in order to unveil unknown aspects of Istanbul.

Your walk would start from **Tunel**, which is, with the one way funicular, the oldest underground transportation of the world, right after the one in London and NYC, in other words you are looking at the ancestor of the subway. From here a walk down the funny and lively **street of Galip Dede**, by passing by the Galata Mevlevihanesi (institution of the whirling dervishes in Istanbul) will be an enchanting immersion to the heart of the young and busy city.

You will end by a beautiful surprise: **The Galata Tower**, which has been used a watchtower, then a prison to an observatory.

Autoban: Sefer Caglar, Many of Istanbul's chic spots, including Bosphorus bar Anjelique and the House Café kanyon, bear the stamp of Caglar's Autoban, the design company he founded with Seyhan Ozdemir and which has given the city's old-school landscape a new edge. The Witt Istanbul Suites, a stylish hotel in the city's happening Cihangir neighborhood, whose apartment-style quarters have an organic look and are outfitted with designer's custom furniture.

La Mariquita: It is a brand new address for fashion in Galata. Founded by Irem Şenocak and Gulin Yenişol, this colourful store opened its doors few months ago and gathers collection from different Turkish designers. The jewellery section bears the signature of Ayşe Deniz, Ayca Sytmen and Zekiye. As for the shoes you will see the style of Sertaç Delibaş, who is qualification in Galata

Address:

La Mariquita

Kule Sok. No. 3/B Galata

Istanbul Turkey.

Tel: +90 212 249 32 73

Web: N/A

Lal: Lal's store is like a magnet while visiting Galata; we have the pleasure of sharing their design and art's understanding via so many different materials and products since 2005. Their "aim is to be number 1 with their line of hand-made personal accessories and clothes.



Multi-material leather belts and accessories.... Unusual jewellery collections and clothing“ are part of their collection.

Address:

Lal

Camekan Sok. No. 14 Galata

Istanbul Turkey.

Tel: +90 212 293 25 71

Web: http://www.lalistanbul.com/index_eng.htm

Adem & Havva: Derya Yazgan who used to be in the television and movie business decided to open Adem & Havva (Adam & Eve) with her partner Sertaç Haznedaroğlu one and half year ago. They are gathering a collection of clothes or jewellery from various Turkish cultures. For instance, one of the most popular artifacts is the tool bags used by the construction workers in Urfa redesigned as funny collections.

Address:

Adem & Havva

Kule Sok. No. 3 Galata

Istanbul Turkey.

Tel: +90 212 245 05 51

Web: N/A

E-Mail: ademhavvatr@gmail.com

Bahar Korçan: Bahar Korçan went to Paris to study fashion but after working in Vakko for seven years, she began working at a business firm to gain a business experience. Korçan won in a stylistic competition, which was organized by İKTİB in 1992. She then founded her own design brand company, which was the first in Turkey, and participated in many fashion fairs and fashion shows in Turkey and abroad. In 1993, Korçan established a style office, which was also the first in Turkey. With the sponsor of Dusseldorf IGEDO, she participated in a fashion show in the category of New Fashion Generation and her collections, which were made of Turkish regional textiles with historical synthesis, drew a big attention. Since then, her garments are launched in several boutiques in France. Her collection is full of colors with hidden meanings, such as greens, which symbolize hope and deep blacks that show pessimism in the world. Geometric accessories and frock coats are used for decoration transforming the garments into a fun and retro look.

Address:

Serdar-I Ekrem Sok No: 38/A Galata

Istanbul Turkey.

Tel: +90 212 243 73 20

Web: <http://www.baharkorcan.org/>

Simay Bülbül: Simay Bülbül completed her fashion education in England and became a board member of the Fashion Designers Association. The particularity of the designer is to re-create the leather and make beautiful combination of leather and textile. She has been doing tailor made designs since 2006.

Address:

Simay Bülbül

Sahbulu Bostan Sok No: 22/A Galata



Istanbul Turkey.

Tel: +90 212 292 45 86

Web: <http://www.sim-ay.com>

Berna – Rana Canok: The twin sisters have become leading names in the Turkish designers' world. They have just merged their talent few months ago in their store in Galata for the pleasure of the people of Istanbul. It is amazing to be able to wear these clothes in day or night time in a fancy way.

Address:

Berna – Rana Canok

Kule Sok Salvatore Fleri Apt. No. 9/2 Galata

Istanbul Turkey.

Tel: +90 212 245 02 05

Web: N/A

BEYOGLU - GALATASARAY DISTRICT

Wandering in Beyoglu is like walking in a wonderland. Whether you are born in Istanbul or you live there for many years, the passages, the streets, the people, the sounds and the smells are evoking the changing and full of surprises city of Istanbul.

So we will start from the English Consulate and enter in the smallest passage of the district called **Avrupa Passage** (European Arcade). This arcade has a particular beauty and you need to look up to enjoy the new-renaissance style architecture. From its beautiful statues you will understand that in the 19th century this place used to be the Naum theatre and the Jardin des Fleurs hotel. It is on the 5th of February 1855 that a grandiose opening ceremony took place, but unfortunately the beauty of both the theatre and the hotel fell into ashes with the big fire of 1870. The antiquaries and souvenir shops might attract your attention but another amazing section of the area will attract you with **the Balık Pazarı - fish market** right at the exit of the Avrupa Passage. Stalls of fresh fish, fruits and vegetables will wet your appetite and you may want to end up at the arcade next door called the **Çiçek Pasajı** in the building named Cité de Péra or to end up at the **Nevizade tavernas** for a true Turkish Taverna experience. In the meantime, a short stop at the **Üçhoran Armenian Church**, recognized for being the largest Armenian Church of Istanbul, might open you the door to a beautiful Armenian wedding ceremony.

We are now heading down the **Yeniçarşı Caddesi** by passing by the **Galatasaray High school** to reach the French Street; should you wish to have a coffee just stop on the right of Galatasaray High school at the famous Turkish photographer's coffee shop **The Ara Café** of Ara Güler for a nice coffee break and for enjoying his gorgeous pictures.

At the end of the street down some romantic stairs, you will find yourselves in the **Fransız Sokagı - French Street** restored by the Istanbul municipality. The French Street carries the French atmosphere to Beyoglu with its cafés, restaurants, wine houses and boutiques. It might be worth to stop by Cezayir Café, Lazy, Bis Wear or Zeckie boutiques.



Lazy: If you wish people to ask you where you found some clothes or shoes, lazy is the right place to shop for the ladies looking for different designs. For us the crème de la crème of the store are the shoes designed by Bilge Köprülü, who is the Istanbul-based designer behind the women's footwear brand Ciccì Coccò that you can find at Lazy. Bilge worked for a well-known footwear company for 3,5 years and has been designing women's footwear in Istanbul under her own label Ciccì Coccò since 2007.

We still wear her Le Petit Prince design shoes with the utmost pleasure!

You cannot miss this store, the frame is like a TV screen

Address:

Lazy

Yeniçarşı cad. 9/A, Galatasaray, Beyoğlu,
İstanbul, Turkey

Tel: +90 212 252 31 55

Web: <http://lazybutik.com/>

Bis Wear: Established in 1998 by Reyhan & Risalet Erturk, Bis Wear opened a second branch in Galatasaray, next to trendy bar Cezayir. The line is simple and classic in their feel and are all designed by Reyhan Ertürk and produced in a workshop underneath the shop.

Address:

Bis Wear

Hayriye Caddesi 20/3, Galatasaray
İstanbul, Turkey

Tel: +90 212 244 77 35

Web: www.biswear.com.tr

Zeckie: The name Zeckie derives from Zekiye, who is the owner of this brand. Zekiye graduated from the Galatasaray University and received design education at Istituto Marangoni. Since 2006 Zeckie collections designed by Zekiye cast a spell over the accessory addicts in Turkey. Glittering gold, silver and bronze necklaces, rings, and earrings are a joy to look at this lovely store. One of our favourites is the square ring, which can be worn from different angle.

Address:

Zeckie

Hayriye Sokak 18/B, Galatasaray
İstanbul, Turkey

Tel: +90 212 245 91 56

Web: <http://www.zeckie.com/>

FENER - BALAT DISTRICT

Further to the conquest of Constantinople by Fatih Sultan Mehmet the Conqueror in 1453, the city was enough populated and this sense it did not reflect the great aims of the Sultan, who was willing to make Istanbul the great metropolis of the East. Hence, the Sultan found a solution to the depopulation by issuing an edict for the resettlement in Istanbul of communities of different religions faith and ethnic origin. The new immigrants chose to



settle near the shore and inland neighbourhoods of the city depending on their way of life in their original home. Since the Golden Horn was Istanbul's main harbour, this became one of the most populated areas. Fener became primarily Greek, while Balat was mainly Jewish. For us these are fascinating areas for wandering. You can filter in a very interesting world and start your visit whether from the **Selim I Mosque** or the **Church of St. Stephen of the Bulgarians**, famous for having the same architecture as the Soho buildings in NYC. As soon as you step in the narrow street of Fener you bump in 18th- 19th century buildings testimonies of completely different cultures not too distant past. The **Fener Greek School for Boys** is literally dominating the Golden Horn with its beauty, its red bricks and its high dome. Then the 13th century Church of Panaghia Mouchliotissa, which is one of the oldest churches of the district and was also the church known by the names St. Mary of the Mongols or Mougouls and more commonly Panagia of Mouchlion or Mouchliotissa (Paspatis). The history of the church provides the answer. Maria Palaeologina, daughter of Michael VIII Palaeologus (1261-1282), was given in marriage to the Khan of the Mongols, Hulagu or Abagu (Pachymeres). After the death of her husband she returned to Constantinople and founded the convent and church, probably in 1285. Another must of Fener is of course the **Greek Orthodox Patriarchate**, which has been the heart of the Greek Orthodoxy for the past 400 years.

The Balat district is a little further inland and reflects the Jewish Heritage of the Sephardic people who escaped Spain in the 15th century for finding homes and harmony in Istanbul. Our programs would not be complete without a visit to **the Ahrida Synagogue**, which can only be visited by appointment from the Chief Rabbi. This synagogue is the oldest in town and was founded by Macedonian from the town of Ohrid (Ahrida is a corruption of this original city). The baroque style and decoration of the synagogue are still wonderful.

Also the most intriguing place in this area is the Armenian church of **Surp Hiresdagabet**, also known as the Holy Archangels, which is dating back originally to the Byzantine era but was taken over by the Armenian community in the 17th century to be restored to its present form in 1835. The most important part of this church is its Byzantine origin sacred spring underneath. Once a year, on 16th September people from very different faith (Muslims, Jewish and Chritians) come to this sacred spring, believed to be the source.

The other amazing aspect of Fener and Balat is definitely its architecture, where you can enjoy mansions dating back as early as the 17th century lined up for the pleasures of our eyes.

THE NEVER ENDING HISTORY OF ISTANBUL WITH THE DISCOVERIES AT YENIKAPI

A SPECIAL PERMISSION NEEDS TO BE TAKEN IN ADVANCE; HENCE THE EXACT DATE OF THE PROJECTED VISIT SHOULD BE INFORMED TO OUR COMPANY TO TAKE THE NECESSARY AUTHORIZATIONS FROM THE MINISTRY OF CULTURE AND TOURISM.

Yenikapi is the place, where history and archaeology banter with technology and modernity; few years ago a great project called the Marmaray Project was launched to link the European side to the Asian side with an underwater tunnel under the Bosphorus by the TAISEI Company. In fact, it was planned to be finalized by 2007 in order to reply to the traffic



issue of Istanbul. HOWEVER, the Japanese and Turkish architects did not preview that the most intact and largest port, namely the Theodosius Port could be hidden behind the hill of Yenikapı. Who would have known that the Marmaray project would open the gate to the most amazing archaeological find of the century?

NISANTASI and CUKURCUMA DISTRICTS

Nisantasi district: Nişantaşı is doubtlessly the most important shopping and fashion center of Istanbul. Its name originates from the target stones which were built during the Ottoman period. Nişantaşı reminds one of the popular cities such as Paris and Vienna with its magnificent historical buildings, luxurious shops and cafes. The district has 4 main avenues: Teşvikiye Avenue, Valikonağı Avenue, Abdi İpekçi Avenue and Rumeli Avenue.

Cukurcuma ditrict: Cukurcuma, a small neighborhood near Taksim that is being billed as the Soho of Istanbul. The neighborhood is home to local artisans and attracts an eclectic crowd of artists, diplomats and expats.

Closh: These ladies have a true talent in combining very different textiles and styles. Some pants look like popping-out from a French court, while some other jackets have a flavour of Ottoman palaces. One of our beloved and most popular garments is their black wool pullover, which become very sexy with the arms and top bosom out plain black lace.

Address:

Closh Boutique

Atiye Sok. No:2 Teşvikiye/İSTANBUL

Istanbul Turkey.

Tel: +90 212 258 57 56

Web: <http://www.closhboutique.com/>

Gönül Paksoy: Gönül Paksoy emphasized that garments worn by Sufi dervishes were her starting point, and that she gradually developed a style of her own, reaching a genuine synthesis. She said, “When the garments or fabrics, you have found or have had woven, dyed, and are then used in new applications become incorporated into the realm of your creativity, your thoughts and your feelings, you end up by creating a work of your own”. What she calls her design is none other than a new arrangement that takes shape under the influence of all that she has accumulated. There is a certain atmosphere about the things she creates that can be attributed to her knowledge and experience, and what make them look mystical are their simplicity, and their freedom from superfluous detail.

The city’s old-money socialites go crazy for Gönül Paksoy’s exotic creations—one-of-a-kind tunics and robe-like dresses inspired by Sufi whirling dervishes. A chemist by training, Paksoy dips the handwoven linens and silks in her self-made dyes, then pieces them together with antique fabrics she finds on her travels. “Gonul Paksoy is a Turkish icon. She collects antique Anatolian textiles and Ottoman embroidery and stitches them into clothes and carries a fabulous selection of cookbooks, as well as antique Ottoman towels that she hand-dyes. She has two stores in Tesvikiye, across the street from each other—one for clothes, one for accessories.”

Address:



Gönül Paksoy
Atiye Sokak 6/A & 1/3 Teşvikiye
Istanbul Turkey.
Tel: +90 212 236 02 09
E-Mail: gonulpaksoy@gmail.com

Armaggan: We really wanted to add this brand new boutique, which just opened on the 28th of April 2010, because it is promising to be the most popular and exquisite place of Nisantasi.

From special designed jewellery to home textile, this 5-storey boutique (and we can still call it boutique in spite of its size) attracts you just by passing by its display case.

In fact, we felt like walking in a museum with the way the artefacts are displayed and with the lights and every single product is delicate and unique with an Ottoman style infinite touch.

Address:

Armaggan Nisantasi
Abdi İpekçi Caddesi Bostan Sok. Nişantaşı
Istanbul Turkey.
Tel: +90 212 291 62 92
Web: www.armaggan.com

Yastik by Rifat Ozbek: Rifat is a fashion designer and he also runs Yastik Istanbul. The word Yastik apparently means cushion in Turkish (it could also mean a small rug or bag, something to lean against) and these pillow/cushions are made with exotic and beautiful fabrics that Ozbek has collected over the years.

Address:

Şakayık Sokak, Olcay Apt. No:13/1 Teşvikiye, Şişli, Istanbul
Tel: 0212 240 87 31
E-Mail: info@yastikbyrifatozbek.com
www.yastikbyrifatozbek.com

Cashmere in Love by Esra Bezek: 'Cashmere in Love' is a boutique that aims to make us all fall in love with cashmere; frankly, since we already were, we couldn't pass up this boutique. We already have a number of reasons to love cashmere as it is: when your body experience the soft touch you feel as if you're wearing nothing, plus you've got that luxurious look that admirers spot from metres away. The cashmere knitwear pieces are designed by Esra Bezek and can be categorized as 'smart casual'. These are the smart pieces that will complete your daywear. Men who like the English old school style will also fall in love with 'Cashmere in Love' as they find sweaters, cardigans and jumpers to suit them.

Address: Teşvikiye Caddesi İzgu Apartmanı 172/2, Nişantaşı, Istanbul
Tel: (0212) 343 92 28
Website: www.cashmereinlove.com

Mine Kerse: Several designer boutiques have opened in recent years, drawn by the area's bohemian vibe. Mine Kerse's shop features bags, hats, shoes and more and is located in the trendy and artsy Çukurcuma. What makes her designs so lucrative is that she designs and stitches them herself; each one has an entirely different design than the next. You can be



sure you won't see loads of women carrying your purse down Nisantasi fancy district of Istanbul once you've stopped by Mine's shop. Kerse uses materials like canvas, tent canvas, leather, wool and felt for her designs. She also makes use of sewing machine straps, dog collars and bandoliers when putting together her unique pieces.

Address: Faik Paşa Yokuşu 1/A, Çukurcuma, İstanbul

Tel: +90 212 243 00 47

Web: N/A <<http://www.biswear.com.tr>>

Art-i-Choke: When entering in the store and looking at the website, we feel like looking at the American brand Anthropologie(www.anthropologie.com/), with its fluid natural and bohemian style. We are sure you will enjoy the hand made jackets, bags, shawls which are all produced with very high quality material.

Address: Faik Paşa Yokuşu 1, Çukurcuma, İstanbul

Tel: +90 212 249 98 92

Web: <http://www.artichoke212.com/en/> <<http://www.artichoke212.com/en/>>

Sevan Bicakci is a remarkable designer of many facets, an intricately talented artist who spends his life living his dream and getting paid for it; his intricately designed rings are in the treasured possession of many discriminating collectors of fine art and exquisite jewelry.

AN ESCAPE TO THE PRINCES OF ISTANBUL

Experience Duration: One Full Day (5-6 Hrs)

Today an exciting and a relaxing day will be waiting for you when you will have the chance of escaping from the usual hustle and bustle of the city life.

Experience the island of Buyukada, which is the largest of the four islands, generally named as "Princess' Islands" in the Sea of Marmara, and which are officially a neighbourhood in the Islands district of Istanbul.

You will proceed to the Kabatas pier to board a local ferry in the morning for your cruise to Buyukada Island. During approximately one-hour ferry journey, you will have a chance to relax, sip your coffee or tea and take in the splendid scenery.

Arriving on Buyukada shores, step into a phaeton (horse-drawn trolley) for a pleasant ride around the island. On the island motorized vehicles are forbidden so that people can explore the island either on foot, by bicycles or horse-drawn carriages just like you will do today.

During your ride you will pass by the wooden houses, elaborately decorated villas, kiosks and mansions and lovely gardens, which will give you a glimpse into everyday life in this unique island.

Among the several historical buildings, there is also the famous Ayia Yorgi Church and Monastery dating back to the 6th Century which was the place of exile for the many



Byzantine Empresses. It sits on a hill and possesses a magnificent view of the surrounding from the bird's eye view.

After you bid farewell to your docile horses and friendly driver, you may either - climb up to this tiny church, which is an easy climb (there is a belief that if you make a wish while climbing up towards the church, your wish comes true within a year time).

When you reach to the top of the hill a small cafe/restaurant on the church's grounds will be welcoming you serving wine, chips and snack lunch which you may enjoy very much -

Or your ride may end at the down town area; and from then on, you may make your way to the local market where you will find fresh fish, stop at pastry shops and small boutiques before you walk towards the restaurants lined by the pier and enjoy your relaxing lunch with delicious mezzes and fish specialties.

At the end of this memorable day, to make your return to the city quicker this time, we will have you board one of the hydrofoils servicing between the island and the city in forty-five minutes.

Upon your arrival back at the Kabatas pier, your chauffeur driven vehicle will be waiting for you to take you back to your hotel.

THE ASIAN SIDE'S DISCOVERY

Experience Duration: One full day

Istanbul is the most fascinating city in the world for boundless reasons and especially geographically speaking she is unique for being across two continents.

The Bosphorus Bridge finally brought Asia together with Europe to create strong geographical, economical, cultural bounds for the fusion of a territory which could be mentioned as *Avrasya* *

The European side has always attracted more travellers for its popularity, whereas the Asian side has always stayed melancholically and silently in the shade.

We have decided to open the gate to new horizons and put the light to the hidden treasures of the "other side" for travellers, residents of Istanbul and expatriates alike.

Passing to the Asian side is giving you the feeling that you have left Europe behind you and stepped in infinite Asia. Then, when you turn your back and face the shore of the European side, the view is stunningly familiar and new, far and close, peaceful and bustling.

In other words, passing to the Asian side and looking at the European side is like looking in a mirror at your - too well known reflection - and see yourself through new perspectives.

Our journey will start by setting foot at **Üsküdar** also known in ancient times as the city of Gold. When stepping in the seaside square, you come along with crowds swirling between



the ferry landings and the bus stops and taxi ranks, daily commuting between Europe and Asia and among these flows of activity it will be the impressive Ottoman mosque of "*Iskele Camii*", which will majestically greet you.

If you decide to enter in the 16th century mosque and use the side door to leave behind you an imperial era, on the steps of the long stairs leading to Üsküdar's narrow streets, the old Hamam converted to a children library will be another nice surprise for the first timers. The *Ahmet III fountain*, the *Şemsi Paşa Camii* the *Atık Vadide Sultan Mosque*, bearing inside Sultan Ahmet III's personal hand writing dedicated to his mother, saying "Paradise is at the feet of mothers" are all testimonies of the glorious Ottoman time, when wealthy Istanbulites and royal families resided in Üsküdar in summer time.

To reach our final destination, Kadıköy, we will drive along the shore southward to discover the beautiful districts unveiling unknown cultural, traditional and religious richness.

Paşalimanı district is interesting for being home to the *Tekel Warehouse*, where the first Raki were distilled to become the national drink and "a must" on Turkish tables. The original machines have been restored and are on display at the entrance of the warehouse, which has been converted to a cultural centre.

Few minutes drive later; you will step into one of the loveliest district called **Kuzguncuk**. It is the unspoiled Ortaköy or the most symbolic place of Istanbul, where you see three major religions coexisting. Today, Turkish artists, painters and writers have chosen this secreted and peaceful place to live. The small *Kuzguncuk Mosque* was built in the 1950's in the courtyard of the Armenian Church *Surp Krikor Lusavoriç* and today the two sacred edifices are sharing the same wall. Moreover when space is not enough to welcome all the Muslims fasting in the Ramadan time, the fast is broken in the *Bet Yaakov Synagogue* just few meters away. The traces of the old residents of Kuzguncuk's are also reflected on the 630 year old cemetery *The Nakkaştepe Jewish Cemetery* or with the *Ayios Yorgios* and *Ayios Panteleimon* Greek Orthodox Churches.

A detour to the **Haydarpaşa Train Station** is a fantastic opportunity to discover the distinctive style and architecture of this early 20th century structure. You will understand why it has become the scene in 2009 for the short film commercial of Chanel No. 5 starring Audrey Tautou.

Finally, a stop and walk through the *market* of **Kadıköy** is an evasion to wonderful pleasures for all your senses. Beautiful stalls of flowers, fruits, fish, vegetables and natural products will compete to wet your appetite; a Greek Orthodox or an Armenian Church will whisper you to enter and discover the mystery of other faiths; the *Tellalzade antiquaries' street* with all its shops, which house boundless antiquities, will open the doors to unknown past lives and become like a prism to past Turkish & Ottoman life styles.

All of these are just 15 minutes sail away from the too much familiar European side. Please, come with us and open your heart, senses and souls to a new Istanbul...

*(Turkish formula merging the two words "Avrupa" – Europe and "Asya" – Asia)



Some of the suggested Antiquaires on the “Other Side”:

Antiquaries:

- Şamdan (Eski Dekoratif Eşya)

Tellalzade Sok No. 20 Moda Kadıköy İstanbul Türkiye

Tel: 216 349 19 45 & 0532 427 40 10

- Alev Antik Galeri

Tellalzade Sok No. 27/A Kutlu Apt. 34710 Moda Kadıköy İstanbul Türkiye

www.alevantik.com

Tel: 216 550 42 10

COUP DE COEUR MOSQUES OF ISTANBUL

Experience Duration: Half day if the Atik Valide Sultan Mosque is not included as it is located on the Asian side (approx. 2-3 hrs)

Rustem Pasa Mosque – Eminonu: Everybody knows about the Spice Market but very few know about the little Mosque of Rustem Pasa, hiding the most exquisite Iznik tiles of the Ottoman Empire. It is located in Hasırcılar Çarşısı (Strawmat Weavers Market) few meters away from the Spice Market. The famous imperial architect Mimar Sinan designed this 16th century mosque for the Grand Vizier *Damat* Rüstem Pasha (husband of one of the daughters of Suleiman the Magnificent, Princess Mihrimah).

The Nusretiye Mosque – Tophane: We have been driving by this mosque thousands of times but each time, our eyes are attracted like magnets to this gorgeous mosque, which has been part of the beautiful décor of Istanbul. The Nusretiye Mosque was erected between 1823 and 1826 by Mahmud II as part of a larger project to rebuild the Tophane artillery barracks that burnt in a fire.

In style, the mosque signifies a transition from Ottoman baroque to empire style. Its architect is Krikor Balyan (1764-1831), who is the first in nine architects belonging to the Armenian Balyan family who served the royal family throughout the nineteenth century. As an important notice the Balyan family left traces of their talent through various buildings in Istanbul such as the Dolmabahce, Beylerbeyi, Ciragan Palaces or Ortakoy Mosque.

Atik Valide Mosque - Uskudar / Asian Side: The reason we decided to insert the Atik Valide Mosque is not only because of its beauty, but it is because it is symbolizing the universal love for mothers.

This 16th century mosque was dedicated to the mother of Sultan Ahmet III and today it is still bearing the Sultan’s personal hand writing dedicated to his mother, saying “Paradise is at the feet of mothers”... And we believe that it is fundamentally true. For all the mothers of the world...

Yeraltı Mosque – Karakoy: The Yeralti Mosque (known as the Ground Mosque) was the burial chamber of a former Byzantine fortress that was controlling the entrance of the



Golden Horn; the enemy ships were blocked from entering the Golden Horn by an anchored chain. The Ottomans used this place, after the conquest of Constantinople as a bullet storage. Then in the period of Mahmut I, it was transformed into a mosque in the 18th century.

Squat pillars, which create little compartments for private prayer, support the low ceiling but overall we can say that it is the most cavernous and dark mosque of all Istanbul.

The Sakirin Mosque: This is the most symbolic mosque of Istanbul for us. After discovering Ottoman mosques, wonders of architecture flowed out from the genius mind of architect such as Mimar Sinan. The Sakirin Mosque is beautiful in its fluid, plain and minimalist style, but it is even more stunning for being a mosque designed by a woman, Zeynep Fadillioğlu.

In a faith, where the place of women is still questioned it is interesting to see in every corner of the edifice the skill and talent of the lady. As we say in Turkish "Ellerine Sağlık"(Health to Your Hands).

HISTORIC TURKISH HAMAMS (BATHS) AND HIP SPAS

HISTORIC HAMAMS

Suleymaniye Hamami: Suleymaniye Hamami is one of the country's most historic hammams. The building, situated on a hill facing the Golden Horn, was built in 1557 by the famed Turkish architect Mimar Sinan and named for Süleyman the Magnificent. It is part of the Suleymaniye mosque complex. The hamam was commissioned by Sultan Suleyman, ruler of the Ottoman empire between 1520 and 1566. The building is lavishly arched and domed, with elaborate marble inlay work on the walls. Suleymaniye Hamam is a traditional bathhouse consisting of three sections: cold, lukewarm and hot. Temperatures in the hot section can reach 40-60 degrees Celsius (72-108 F). The hamam is still operating today and caters mainly to tourists. It is the only hamam in Istanbul where men and women bathe together. Male attendants, called *tellak*, cater to all the clients. <http://www.suleymaniyeHamami.com.tr/>

Cagaloglu Hamami in Cagaloglu neighborhood of Istanbul: Cagaloglu Hamami was built by a sultan more than 300 years ago, although the date of the construction and the name of the architect of the hamam is not known. It is said to have been built in the beginning of the 18th century. These double baths in which only the changing-rooms have been changed since 1969-1971 now consists of two parts, one of women and the other for men in a 2834 sq.m area. King Edward John VIII, Kaiser Wilhelm, Franz Liszt and Florence Nightingale are among some of the luminaries who have visited this hamami. Visit their website for more information: <http://www.cagalogluhamami.com.tr/>

Galatasaray Hamami in the Galatasaray area of Istanbul: Built in 1481, for almost 500 years this hamam was for men only. A small women's section was finally added in 1963. Little else has been altered. The *camekan* is particularly fine, and there's some beautiful tilework at the entrance to the men's steam room. Unlike other hamams, the Galatasaray has marble slabs in the *sokuluk* where you can have a massage in semi-privacy. Because it's used



largely by locals, the steam room is hot, hot, hot - towels have to be laid on the *göbektaşı* before anyone can lie on it. Visit website for more information: <http://www.galatasarayhamami.com/en/hamam/>

HIP HAMAMS/SPAS

Caudalie Vinotherapie® Spa at Les Ottomans Hotel: The acclaimed Caudalie Vinotherapie® Spa offers signature intoxicating body treatments such as their the famous Barrel Bath and Crushed Cabernet Scrub, the exfoliating treatment based on grape-seeds. The Spa also offers traditional local massages and body treatments including European, Far Eastern and Turkish Hammam therapies. This is the first and only Vinotherapie® Spa in Turkey.

The Laveda Spa at The Ritz-Carlton: Escape to a place where the ancient water therapies of the Turkish Hamam inspire renewal. The Laveda Spa at The Ritz-Carlton, Istanbul features a menu of luxurious services provided in nine treatment rooms including Laveda signature treatments and complemented with amenities such as a sauna, Jacuzzi and indoor pool. In the summer months the Laveda Spa moves out into the open, onto terraces overlooking the blue waters and wooded shores of the Bosphorus. No other spa in Istanbul can offer you this experience. The Open Air Spa features two treatment rooms and offers a full wellness program, a wide variety of massage therapies, facials and body treatments. Alternative holistic therapies are also available, and our two jacuzzis and lap pool are the ideal places to cool off after sunbathing. As the sun begins to set you can end the day with cocktails in our stylish Roof Top Bar.

Four Seasons Istanbul at the Bosphorus: The Spa takes inspiration from the enduring mystique and unique qualities of the *hammam* (Turkish bath), famous since Ottoman times. Serenity, purity and cleansing embody all facets of the guest experience. The 2,100-square-metre (22,605-square-foot) facility offers 10 luxurious treatment rooms (including a private spa suite for two), steam rooms, saunas, men's and women's *hammams* and a breathtaking skylit indoor pool. Nurturing and personal Four Seasons care ensures a relaxing, renewing journey that honours ancient Near Eastern tradition, while celebrating modern Western sophistication.

LIST OF SOME OF THE SUGGESTED RESTAURANTS AND HOT SPOTS IN ISTANBUL

Ortakoy and Kuruçesme Environs:

G Balık

Suada Club - Galatasaray Adası Kuruçesme / Istanbul

Tel: 0212 263 65 56

www.gbalik.com



Comment: It is a new venue opened last year and a pleasure to dine at, as the spot is just fantastic for being on the middle of the Bosphorus. It is a nice spot where you enjoy great food with great views.

Angelique

Muallim Naci Cad. Salhane Sk. no 5 Ortaköy / İstanbul

Tel: 0212 327 28 44 / 45

Web: www.istanbuldoors.com

Comment: The Istanbul Doors group is great for creating fancy, chic and trendy restaurants which become bars in the middle of the night. Being just along the Bosphorus, the Istanbul jet society prefers to enter to the venue from the waterfront with their private motor yachts...

Zuma

Salhane Sokak 7

Ortaköy, İstanbul, Turkey

Tel: 0212 236 22 96

Web: www.zumarestaurant.com/zuma_tr_lingo.html

Comment: Already renowned in Honk Kong and London, this branch office of Zuma is amazing for its location and we felt the need to add it to our list for the Japanese food additcted looking for an oriental view on the Bosphorus and the Ortakoy Mosque.

Banyan Ortakoy

Muallim Naci Cad. Sahane Sok. No:3 (Ortaköy İskele Yanı)

Ortaköy, İstanbul, Turkey

Tel:

Web: www.banyanrestaurant.com

Comment: Banyan Ortakoy enjoys a far superior location to its sister in Nişantaşı. The menu is a melange of Asian influences with organic ingredients.

Waterfront Partying at Reina and Sortie

Two hot spots on the waterfront between Ortakoy and Kurucesme, where İstanbul's party people head after work. Reina and Sortie is a mix between a restaurant, lounge and club which gets hotter as the night progresses.

Orkakoy, İstanbul, Turkey

Eftelya Balikci

Arnavutköy Mah. 1. Cad No:32 Arnavutköy / İstanbul

Tel: 0212 287 25 20 - 0212 287 21 40

www.eftalya.net

Comment: The location by the Bosphorus is a heart stealer. The very nice atmosphere and the excellent fish are well known for all the locals.

Ulus 29

Beşiktaş, Yol Sokak, 1

34340 Kuruçeşme

Tel: 0212 358 29 29



www.group-29.com

Comment: At Ulus 29, the cuisine is flawless and its view is simply superb and a must when visiting Istanbul.

Old City Environs:

Balikci Sabahattin

Seyit Hasan Kuyu sok. Cankurtaran mah.

Sultanahmet İstanbul

Tel : 0 212 458 18 24

www.balikcisabahattin.com

Comment: This restaurant is 5 minutes walk from the old city 4 Seasons. Beside delicious fresh and local fish the mezzes (Turkish appetizers) are amazing. The mussel pilav is a delight!

Hamdi Restaurant

Eminönü, Kalçin Sokak, 17

Rüstempaşa

0212 528 0390

www.hamdi.com.tr

Comment: Overlooking the Golden Horn and just next to the Spice Market, it is a great stop during the daily visits to Istanbul. The delicious meals make you forget the view and the mezzes are really good to continue your day!

Pandeli Restaurant

Mısır Çarşısı 1, Eminönü, Sirkeci, İstanbul -

Tel: 0212 527 39 09

www.pandeli.com.tr

Comment: The tiles are authentic, the pictures showing all the famous Turkish people who passed by at this restaurant are too and the meals are also keeping their quality and authenticity since 1901.

Bistro Istanbul

Nuruosmaniye Caddesi No 61

Cağaloğlu İstanbul

Tel: 0212 5272800

www.bistroistanbul.com.tr

Comment: It is ideally located just at the entrance of the Grand Bazaar. If you feel exhausted of shopping, a coffee, the special Bistro Kebap and the delicious "doner" will help you to continue exploring the exciting city! The B'İst Homeline Collection with hamam artifacts are also a joy.

Galatasaray Environs:

Doga Balık

Cihangir Doğa Balık Akarsu

Yokuşu No: 46 Kat:7 Cihangir / İST.



Tel: 0212 243 36 56 - 0212 293 91 44

www.dogabalik.com.tr

Comment: Doga Balik is full of surprise: nobody would expect having such an amazing view (the seraglio point stands majestically in front of you) and such a variety of mezzes and fish. The owner Ibrahim dressed in doctor uniform is always there to take care of your palate!

Haci Baba

İstiklal caddesi No: 49 Beyoğlu / İSTANBUL

Tel 0212 244 18 86 - 245 43 77

www.hacibabarest.com

Comment: Located in the famous pedestrian street Istiklal, where thousands of young, old, young at heart Turkish people walk along. From excellent kebab to real Turkish/Ottoman food you will find your stomach desire in its menu.

Mikla

Marmara Pera Hotel, 167

Mesrutiyet Caddesi, Tepebasi 34430.

Tel: 0212 293 56 56

Web: www.miklarestarant.com

Comment: A stunning view with a menu full of surprises thanks to the Chef Mehmet Gür that locals and expats have just embraced.

Mimolett Restaurant

Sıraselviler Cad. No:55

Cihangir Istanbul

Tel: 0212 245 98 58

Web: www.mimolett.com.tr

Comment: The Chef Murat Bozok is charming, nice and modest but this modesty is hiding the fact that He has worked for many Michelin restaurants and aims to bring the Michelin standards and quality to the Mimolett Restaurant.

Changa Taksim

Sıraserviler Caddesi No:47

Taksim Istanbul

Tel: 0212 251 70 64

Web: www.changa-istanbul.com/v2/changataksimmain.asp

Comment: One of our favorites is Changa, where the atmosphere enrobes you and the chef Peter Gordon charms your palate.

Changa Taksim

Hayriye Caddesi, 12

34425 Istanbul, Turkey

Tel: 0212 245 99 80

Web: www.cezayir-istanbul.com/newsite/main_en.htm

Comment: This 1901 century building is perfectly fitting with the Galatasaray district and when you enter inside this lovely restaurant, you feel kind of home with its long warm wooden tables, chandelier and secluded garden.



360 Derece

İstiklal Cad. Mısır Apt. K:8 No:32/309

Beyoğlu İstanbul

Tel: 0212 251 10 42

Web: www.360istanbul.com

Comment: The view of 360 degree restaurant is amazing and the fact that the whole venue is surrounded by glass helps you to discover from top the 19th century İstanbul with the art-nouveau buldings architecture, the St. Antoine Church. It is a delight for your eyes and mouth.

Topaz Restaurant

Gümüşsuyu Kışla Arkası

İstanbul, Turkey

Tel: 0212 249 10 01

Web: www.topazistanbul.com

Comment: Gümüşsuyu district is one of the greatest areas to have a fantastic view of the city from the Dolmabahçe Palace to the Seraglio Point. Hence, it is not a surprise if Topaz restaurant has one the most amazing panoramic view of the city with a great culinary experience.

Nisantası-Etiler-Beşiktaş Environs:

Gunaydin

ETİLER KEBAP RESTAURANT

Nispetiye Caddesi Seher Yıldızı Sokak No:6

Etiler/Beşiktaş/İSTANBUL

0212 2650232

Web: www.gunaydinet.com/tr

Comment: We doubt that you will find better kebab in town. All the locals run to have one of their " terbiyeli cop sis" (a special marinated shish kebab) or their aubergine kebab. Their salads are divine with all the walnuts making mouths surprisingly happy!

Al Jamal

Harbiye Mh. Kadırgalar Cd. 34367 Şişli İstanbul 34367

Tel: 0212 296 09 69

Comment: The food, the ambience, the shows, the decoration are all unique. Reservation and good connections are requested weeks in advance. It is THE favourite venue for the locals.

Joke Circus

Demokrasi Parkı Maçka / Şişli

Tel: 0212 2310356

Web: N/A yet

Comment: This is the newest venue of İstanbul opened on the 20th of April 2010. Same as for Al Jamal, İzzet Çapa aims to provide a full evening of top-class entertainment, from



wining to dining to dancing, all as part of an over-the-top circus experience this supper club venue promises to be the start and end of many a great night out.

Vogue Restaurant

Spor Caddesi 48 BJK Plaza A Blok 13

Akaretler – Besiktas

Tel: (0212) 227 4404

Web: www.voguerestaurant.com/

Comment: Without any contestation, it is the place, where one should have at least a drink in Istanbul. The view from the top of the plaza on the city is unique. The fact that the Akaretler district has been beautifully and fully renovated by the business man Serdar Bilgili for a small amount of 75 million dollars and the fact that it is surrounded by fancy stores like Marc Jacobs or Chloe can be other reasons to come to the area...

Longtable Istanbul

On the first floor of the new Sofa Hotel in Nişantaşı, Longtable is one of the city's outstanding restaurants. It is designed by local architect Mustafa Toner and is the epitome of modern Istanbul with a slick design which features dark wood and leather seats that give it a grown-up, sexy vibe, with a terrace that makes the most of the balmy summer months. The menu contains Turkish favorites with a twist.

Nisantasi, Istanbul

Sarıyer Environs:

Balikci Kahraman Restaurant

Rumeli Kavağı İskele cad. no:15 Sarıyer / İSTANBUL

Tel: 0 212 242 98 99 (reservation is a top priority!)

Web: N/A

Comment: It is THE place to have the famous Black Sea Turbot year round. Words are empty, just enjoy every section of this restaurant. (Please refer to our Off the Beaten Track Experiences - KALKAN: A UNIQUE PALATE'S PLEASURE Section

İstinye Environs:

İstinye thanks to the İstinye Park Mall has become the trendiest place of Istanbul and we would recommend enjoying at least a glass of wine at MASA among the big boutiques of Louis Vuitton, Jimmy Choo, Dolce Gabbana or Christian Dior. Welcome to the fancy life of Istanbul.

Masa

İstinye Park

İstinye Istanbul

Tel: (0212) 345 53 23

Asian Side

Kandilli Borsa Restaurant

Adile Sultan Sarayı Kandilli, Üsküdar



Tel: (0 216) 460 03 04

Web: www.borsarestaurant.com/

Comment: Borsa is a chain of restaurants in Istanbul and is picking up excellent places and districts of Istanbul. This one is located right behind the Adile Sultan Palace in its original gardens.

Del Mare

Kuleli Caddesi, 53

Istanbul

0216 422 57 62

Web: www.del-mare.com/

Comment: This restaurant with excellent seafood is located just beside the beautiful Sumahan Hotel, beside the great food; the other interesting particularity of this place is to have been in the Ottoman time an elephant warehouse.

Kanaat Lokantası

Selmanipak cd. No:9 Üsküdar İstanbul

Tel: 0216 341 5 444 – 0216 5533791

Comment: Founded in 1933, this restaurant is a pleasure for the mouth and eyes alike!

Pita Kuzguncuk

İcadiye Cad. No: 55 (PTT Karşısı) Kuzguncuk Mah. Üsküdar, İstanbul, Türkiye

Tel: 0216 5323215

Comment: In a tiny mini kitchen, Mrs Ebru & Mrs Aylin merged their love for Turkish cuisine, which resulted for giant pleasures

Çiya Sofrası

Caferağa Mah. Güneşlibahçe Sk. No:43 Kadıköy - İstanbul

Tel: (216) 330 31 90 - Faks: (216) 349 19 02

Comment: The journey to Turkish Eastern cuisine started in 1987 in Kadıköy for Çiya to grow to three restaurants for amazing culinary surprises especially for lunch time.

NSD/CES/REGISTRATION UNIT
2010 AUG 31 AM 11:23



DRAFT
SUGGESTED ITINERARY FOR MR. JACK SMITH
TURKEY, May/June 2010

NSD/CES/REGISTRATION UNIT
2010 AUG 31 AM 11:23

DAY 1 : ARRIVAL IN ISTANBUL and HALF DAY DOLMABAHCE PALACE AND CRUISE ON THE BOSPHORUS

- Arrival in Istanbul. Meeting and assistance at the airport.
- Istanbul is the only city in the world that spans over two continents. Europe and Asia. The city embodies mystery, intrigue, and glamour which left most other cities long ago. While the museums, palaces, great mosques, and bazaars seem inexhaustible, there's also an unexpected natural beauty.
- Transfer to the hotel. Afternoon, departure from the hotel to visit the magnificent **Dolmabahce** Palace; a 19th century palace built in the rococo style. Embark the **Sultan's Boat** at Dolmabahce Palace, when you step onto the Sultan's Boat, you will feel very close to the sea. It's magical to look at Istanbul from this angle the eyes of past Sultans witnessed. This familiar city looks so different from this perspective that you too will be entranced by it, as though you are seeing it for the very first time. You'll surrender yourself to the soothing weather and the beautiful scenery. Slowly your mind will start to wander away into the bygone days of the Ottoman Empire and for a split second you might feel the past and present cross over and you'll feel truly timeless. Witness the grandeur of Byzantine, Ottoman, modern day Turkish architecture built along the shores of Europe and Asia as you travel in between the two continents. Disembark on the European side.
- Evening at leisure. Overnight at the hotel in Istanbul.

DAY 2: MARVELS OF ISTANBUL

- Departure from the hotel for a full day tour. Morning visit to the **Kariye Museum**, the old church of St. Saviour in Chora treasuring the marvelous mosaics and frescoes which represent scenes drawn from, the cycle of the life of the Virgin and of Christ. They have been restored under the guidance of the Byzantine Institute of Boston. Proceed to the Blue Mosque and the Museum of St. Sophia. Later visit the Museum of **Topkapi Palace** to visit the dazzling displays of the treasures of the Ottoman Sultans. Afternoon visit the

Mosque of Suleyman the Magnificent and stop at the **Grand Bazaar**, where you will have shopping opportunities for carpets, leather goods, jewelry, cooper-ware etc.

- Evening at leisure. Overnight at the hotel in Istanbul.

SUGGESTED HOTELS TO VISIT IN ISTANBUL

HOTEL LES OTTOMANS www.lesottomans.com/

FOUR SEASONS ISTANBUL AT BOSPHORUS www.fourseasons.com/bosphorus/

FOUR SEASONS ISTANBUL AT SULTANAHMET

ÇIRAĞAN PALACE KEMPINSKI HOTEL www.kempinski-istanbul.com/

A'JIA HOTEL <http://www.ajiahotel.com/>

DAY 3: ISTANBUL – NEVSEHIR – CAPPADOCIA

- Morning transfer to the airport and fly to Nevsehir Airport. Arrival in Nevsehir. Meeting and assistance at the airport.
- Drive to Cappadocia. First stop at the wonderful Derwent Valley where the weather has eroded the stone into peaks, cones and obelisks called fairy chimneys. Paşabağı, a three-capped chimney in the middle of valley was the retreat to the monk Simeon. Visit Avanos, experience pottery making. After Lunch, drive to Göreme National Park which is like an open-air museum. There are 15 churches large and small, seven refectories, and various tombs and cellars including wine cellars. Visit the Citadel of Uchisar and Guvercinlik Valley also called Pigeon Valley for the hundreds of holes perforating the rock face whose droppings provided valuable fertilizer to the neighboring farmers. Last stop will be at Esentepe. Check in to the Hotel. Evening at leisure. Dinner and overnight at the hotel in Cappadocia (Lunch & Dinner).

DAY 4: CAPPADOCIA

- In the early morning before sunrise, transfer to the meeting point for the tour with **Hot-air balloons**. Estimated flying time is 1 hour, after the tour champagne breakfast will be served at the landing site. "Out in the wilderness a Champagne Breakfast". It is a great way of visiting the land of the Fairy Chimneys. Diplomas will be given to all ballooners.

- Then, drive to “Derinkuyu the Underground City” an extremely complex underground city consisting of seven layers, rooms for grain storage, the stabling of animals, aging of wine and every possible necessity of rural life. Continue to Kizilcukur Valley and Cavusin. After Lunch, visit Ortahisar Valley, (throughout to come from the 50 year period in the 11th century when bureaucrats had effectively ousted the army).
- Evening at leisure. Overnight at the hotel in Cappadocia.

DAY 5: CAPPADOCIA - EPHEBUS - BODRUM

- Morning transfers to the airport, fly to Izmir Adnan Menderes Airport via Istanbul.
- Drive to visit Ephesus, the city dedicated to Artemis. **Ephesus** was one of the greatest of the Ionian cities, it became the leading seaport of the region. Its wealth was proverbial. The city was famed for the Temple of Artemis (completed around 550 BCE), one of the Seven Wonders of the Ancient World. Visit the ruins from the period of St. Paul, Odeon, the Monumental fountain, Temples, the Library, the Great Theatre and the Double Church.
- Then drive to Bodrum, Evening at leisure. Overnight at the hotel in Bodrum.

DAY 6: KUSADASI – BODRUM

- Situated on Turkey's southwestern coast, the Bodrum peninsula is a painterly tableau of white-washed stucco homes, purple bougainvilleas, orange groves and olive-green hillsides set against a dramatic backdrop of craggy rock peaks. Bodrum is often called Turkey's St. Tropez. It's the Aegean darling of the jet-set with glamorous yachts dotting the harbor and modern expansive villas emerging on hillsides overlooking the sea. With an international flavor and restaurants, boutique hotels and entertainment of the highest class, Bodrum attracts a posh crowd. Bodrum is also famous for having one of the seven wonders of the ancient world, The Mausoleum. For centuries, famous people have graced Bodrum with their presence. Even Mark Antony and Cleopatra used to frequent Bodrum on their romantic voyages to Rome, and today it is a vacation spot for A-List celebrities such as Tom Hanks, Beyonce Knowles, Sting, Elizabeth Hurley, and Nicole Kidman.
- Departure from the hotel for the Antique city of **Bodrum**, which has a rich 3000-year history, replete with military campaigns, naval victories, knights and conquests. Starting the tour from the very well preserved architectural complex **Bodrum Castle** which was used by the knights to carry out raids in the Aegean Coast and served as a refuge for Christians fleeing Turkish captivity. The castle today houses the **Museum of Underwater Archaeology**. Visit the **Mausoleum of Halicarnassus**, as one of the Seven Wonders of

the Ancient World. A short walk from the Mausoleum will bring us to the **amphitheatre** with a splendid view of the town and the castle.

- Evening at leisure. Overnight at the hotel in Bodrum.

DAY 7: BODRUM ANTIQUE CITY – SAILING - ANTALYA

- Transfer to the Marina to embark on a wooden hand built “GULET”. A gulet some refer to it as a caicos a wooden, hand built comfortable special type of yacht. These types of boats have been built in this region of Bodrum, since 2000 years or maybe more even more. Cruise along the turquoise coast, relax on deck.
- Afternoon drive to Antalya. Evening at leisure. Overnight at the hotel in Antalya.
- Antalya is the largest city and year round Holiday resort on the Turkish Mediterranean coast. Because of the archaeological and natural riches of the area, Antalya is also known as the Turkish Riviera. The sun, sea, nature and history combine to form a very popular resort, highlighted by some of the cleanest beaches in the Mediterranean. The 630 km shoreline of the province is liberally scattered with ancient cities, harbors, memorial tombs and beaches, secluded coves and lush forests, many of which are easily accessible from the city.

SUGGESTED HOTELS TO VISIT IN BODRUM

KEMPINSKI HOTEL BARBAROS BEY BODRUM - <http://www.kempinski-bodrum.com>

CASA DELL'ARTE <http://www.casadellartebodrum.com/>

KUUM HOTEL - www.kuumhotel.com

EV HOTEL

ADA HOTEL - <http://www.adahotel.com/>

DAY 8: ANTALYA

- Visit **Perge**, originally settled by the Hittites around 1500 B.C., the place with the impressive colonnaded street where most of the statues that are on display in Anatolia Museum were unearthed. On then to Aspendos that bears one of the best preserved amphitheatres in the world.

- Evening at leisure. Overnight at the hotel in Antalya.

SUGGESTED HOTEL TO VISIT IN ANTALYA

MARDAN PALACE <http://www.mardanpalace.com/>

DAY 9: ANTALYA – ISTANBUL

- Transfer to the airport, fly to Istanbul.
- **A day of leisure relax and experience traditional Turkish Hamam.**
- **Turkish Hamam Experience at Cagaloglu Hamami**
Cagaloglu Hamami was built by a sultan more than 300 years ago. These double baths in which only the changing-rooms have been changed since 1969-1971 now consist of two parts, one of women and the other for men in a 2834 sq.m area. King Edward John VIII, Kaiser Wilhelm, Franz Liszt and Florence Nightingale have all been here for a royal experience. Besides today's well known personalities King Fahd, Rockefeller, Tony Curtis, Richard Harrison came to Cagaloglu Hamami during their visit to Istanbul. In this excellent three hundred year old Turkish bathing temple one hundred and thirty-eight TV films have been shot. Six of them were productions for German TV. Seven of them were Thematic Films (Indiana Jones) and one of them a commercial for visa card. The world press has written about the wonderful architecture many time. Four times in the New York Times and Three Times in the pages of Geo. The press has much praised this bathing maabit. There is Mikveh for ladies of Jewish society

Alternative:

- **Caudalie Vinotherapie® Spa at Les Ottomans...**
Here you can experience a glimpse of paradise: the unique scents of precious oils, relaxing music and the art of massage to immerse you in an exceptional moment. For you, we offer an array of intoxicating body treatments unique to the world: the famous Barrel Bath and the Crushed Cabernet Scrub, the unmatched cult favorite exfoliating treatment based on grape-seeds... The Pulp Friction Sculpting Massage made with fresh grapes, moisturizing and remineralizing. Additionally, you may enjoy traditional massages and body treatments from all corners of the globe including European, Far Eastern and Turkish Hammam therapies.
- Evening at leisure. Overnight at the hotel in Istanbul.

DAY 10: ISTANBUL DEPARTURE

- Transfer to the Istanbul Airport for your home-bound flight.

SUGGESTED DINING AND CLUB EXPERIENCE IN ISTANBUL

Ulus 29 (Yirmidokuz): Very elegant restaurant, refined interior decoration, the restaurant overlooks the Bosphorus from one of the seven hills of Istanbul. Beautiful terrace and delicious Turkish food!	Ahmet Adnan Saygun Cad. Ulus Parki içi no.1 - Ulus	(0212) 265 61 8
360 Istanbul: "Contemp-Euro-glam style" is how Elle described this restaurant/club/lounge in Istanbul with amazing views. Wallpaper says, "This is the place to see and be seen." [Wallpaper] Bazaar recommends stopping by for a drink.	Istiklal Caddesi 8/311, Misir Apt. 8th fl. - Beyoglu	(0212) 251 1042 www.360istanbul.com
Mikla: Located on the roof of Marmara Pera Hotel. One of Istanbul's exceptional panoramic views and very refined cuisine by a young very talented chef Mehmet Gurs.	The Marmara Pera Hotel 18 th floor- Tepebasi	(0212) 293 5656
Feriye: Feriye is located in a restored historical building right on the Bosphorus, not far from the Çiragan Palace Kempinski Hotel. Beautiful terrace right on the water. Excellent seafood and good modernized Turkish cuisine.	Ciragan Cad. no.124 - Ortaköy	(0212) 227 22 16 Feriye.com
Reina and Sortie: Two hot spots on the waterfront between Ortakoy and Kurucesme, "where Istanbul's party people head after hours. Reina and Sortie are jumbles of restaurants: both turn into huge nightclubs after hours. Expect models, miniskirts and SUVs."	Reina and Sortie: Muallim Naci Caddesi Ortakoy	Reina: (0212) 259 59 19 reina.com.tr Sortie: (0212) 327 8585 www.sortie.com.tr
Al Jamal: Experience fabulous belly dancing performance with superb Middle Eastern style food and outstanding service. Al Jamal has become a favorite among Istanbul's jet set with its delicious food,	Taskisla Cad. No:3 Macka Demokrasi Parki içi	(0212) 231 03 56 cahidecabaret.com

incredible interior design and colorful shows

Al Jamal offers a truly one-of-a-kind Istanbul event experience with a great Bosphorus view

CITIES

ISTANBUL

- Since Roman emperor Constantine had a dream for the location of his new capital in 324 AD, Istanbul has been a meeting place of commerce, culture, diplomacy and war. Situated on the spectacular straits of the Bosphorus, Istanbul straddles Asia and Europe. Napoleon said "If earth were a single state, Istanbul would be its capital". "If one had but a single glance to give the world, one should gaze on Constantinople," marveled Alphonse de Lamartine, the 19th-century French writer and politician.
- Istanbul is the only city in the world located on two continents - Europe and Asia. The sole city to span two continents, it physically and metaphorically bridges the cultures and philosophies of Europe and Asia, Occident and Orient. Istanbul has been associated with major political, religious and artistic events for more than 2,000 years.
- Istanbul sits at the crossroads of human history, a sprawling 700-square-mile hilly metropolis studded with nearly 20,000 cultural sites from the sixth millennium B.C. to present day.
- During its more almost 2,000-year history, Istanbul has been the capital of three major empires: the Roman, Byzantine and Ottoman Empires. Trace of their presence – in ancient walls, impressive hippodromes, royal basilicas, aqueducts, magnificent mosques, brilliant palaces shape Istanbul's alluring landscape and color its exotic texture. Some of its masterpieces include the ancient Hippodrome of Constantine, the 6th-century Hagia Sophia and the 16th-century Süleymaniye Mosque.
- Historically a tolerant melting pot—as the center of Christendom for over a millennium and Islam's seat for another 500 years—it remains home to the Patriarchate of the Eastern Orthodox Church, Sephardic Jewish heritage sites, and legacies of numerous ethnic groups.
- Today, Istanbul blends the ancient and the modern in a seamless tapestry of life. It stands, in a new world, as a model of free market economics, enlightened social reforms, cultural and religious diversity. In many ways, Istanbul is the capital of the future – a marriage of East and West for the benefit of both!

- A fusion of age-old glories and a cool, contemporary 21st-century culture, Istanbul has survived two millennia of extraordinary history. The city holds appeal for all interests – architecture, art, culture, nightlife, cuisine and more.
- Flanking 19 miles of the Bosphorus strait between the Sea of Marmara and the Black Sea, it is a linchpin for trade routes in all directions. Though no longer a capital, Istanbul is the cosmopolitan heart of the Turkish Republic, its financial center and most populous city.
- The mushrooming population exceeds ten million, crowding cobbled-lane waterfront villages and glass-and-steel corporate districts, spirited premier soccer matches and haute couture boulevards. Byzantium, New Rome, Constantinople, Old Stamboul. Its name has changed, but the glory endures.
- A land at the convergence of many cultures, decorated with impressive historical ruins and monuments of the ages, Turkey has both a firm tradition of secularism and a lasting Muslim influence. Turkey is a key player in relations between Europe and the Middle East, and its bid to join the European Union has brought it to the center of international debate at this pivotal point in the country's history.

BODRUM

- Situated on Turkey's southwestern coast, the Bodrum peninsula is a painterly tableau of white-washed stucco homes, purple bougainvilleas, orange groves and olive-green hillsides set against a dramatic backdrop of craggy rock peaks.

Bodrum is often called Turkey's St. Tropez – and the town really lives up to its name! It's the Aegean darling of the jet-set with glamorous yachts dotting the harbor and modern expansive villas emerging on hillsides overlooking the sea. With an international flavor and restaurants, boutique hotels and entertainment of the highest class, Bodrum attracts a posh crowd.

- Bodrum's night life beckons partiers like a siren's song. Young well-dressed revelers converge onto Cumhuriyet Caddesi, which visitors call Bar Street, before heading to behemoth discos like Halikarnas, an open-air club that resembles a nearby amphitheater.

- Bodrum is also famous for having one of the seven wonders of the ancient world, The Mausoleum. For centuries, famous people have graced Bodrum with their presence. Even Mark Antony and Cleopatra used to frequent Bodrum on their romantic voyages to Rome, and today it is a vacation spot for A-List celebrities such as Tom Hanks, Beyonce Knowles, Sting, Elizabeth Hurley, and Nicole Kidman.
- The best thing about Bodrum is that there's something for everyone – even those who are just looking for relaxation and peace for body and soul. Bodrum's popularity seems to have no limits- events range from renowned nightlife to international sporting events.

KUSADASI

- One of the places for which Turkey is popular for is the city resort of Kusadasi in the Aydin Province, which is located around 56 miles south of Izmir at the Aegean Coast of Turkey. It is so-called such since from an angle from the sea, the peninsula resembles the head of a bird, thus, "kus" for bird and "ada" for island as Kusadasi..
- It is usually said to be one of the most beautiful cities facing the Aegean Sea since the scenery and landscape of the area is just as fascinatingly beautiful as its history. It has been a center of art and culture not only of Turkey but also of many civilizations since it was founded in 3000 B.C. Today, it resembles a modern European city. Because of its hot Mediterranean climate for roughly 92% of the year, so Kusadasi has become one of the most traveled destinations in Europe.
- Kusadasi offers top class restaurants, a number of aqua parks, high-starred hotels and beach bars. Along with such amenities is Turkey's natural scenery of open beaches lined with palm trees, blue waters and clear skies, and historical sites that are Turkey's memoirs of the past.

CAPPADOCIA

- Cappadocia which is unique in the world and is a miraculous nature wonder is the common name of the field covered by the provinces of Aksaray, Nevsehir, Nigde, Kayseri and Kirsehir in the Central Anatolian region.
- In the upper Myosen period in the Cappadocia region as a result of the vulcanic eruptions occurred in Erciyes, Hasandag and Gulludag, in the region was formed a large tableland from the vulcanic tufas and together with the erosion of the Kizilirmak river and wind over ten thousands of years there appeared the chimney rocks which are a wonder of the nature. In the old Bronze Age the Cappadocia which was the population zone of the Assyrian civilization later has hosted the Hittite, Frig, Pers, Byzantine, Seljuk and Ottoman civilizations. The first Christians escaped from the persecution of the Roman Empire in the 2nd century B.C. came to the Cappadocia over the Antakya and

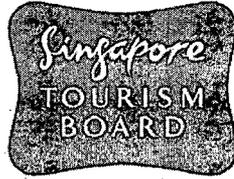
Kayseri and they have settled here. The first Christians finding the underground cities from Cappadocia have been hidden in these underground cities which gates were made in such way in which they couldn't be easily observed and they have escaped from the persecution of the Roman soldiers. Due that they had live in the underground cities for long duration without being able to go out they have developed these underground cities by making provisions rooms, ventilation chimneys, wine production places, churches, abbeys, water wells, toilets and meeting rooms.

- In the prehistoric periods the first human settlements have begun and the humans have constructed the underground cities in the volcanic rocks in form of tufa due to protect themselves from the wild animals and they lived for long times in these underground cities. There are so many underground cities on the Cappadocia area of Turkey but the biggest is Derinkuyu Underground City.
- In these cities made in form of rooms connected to each others some of the rooms were connected to each other only with the tunnels tight and permitting passing of just a person. At the access gates of these tunnels there were huge stone rollers used for closing the tunnels for security reasons.
- The first populations of the region of Cappadocia were Hatties, Luvies and Hittites. In the 3000-2000 years B.C. the Assyrians have established trade colonies in this region. The Cappadocian tables with cuneiform in Assyrian language founded at Kanesh which are lighting the social and politic life of the period and were in the same time the trade and economical agreements are the first written tablets of Anatolia. According to these documents in that period in Anatolia were founded small local kingdoms non-depending from a central authority. These had in generally in their hands a little area and were living in peace. The region creating the core of the Hittite Empire later has go under the domination of Phrygia and Pers. The Pers civilization has called this region Katpatuka and its center was Mazaka. When Darius the Satrap (Starab: little district administrator at Pers) of Cappadocia has bear arms against the biggest king of Pers, the other Anatolian Satraps have been supported him but the revolt has been raided. In 333 B.C. the Big Alexander has captured a big part of Cappadocia. In 188 B.C. The Cappadocia which entered under the Roman domination has been captured in 100 B.C. by the Mithridates the king of Pontus but in 63 B.C. Pompeius has defeated Mithridates and took again the Cappadocia under the domination of Rome. In the period of Tiberius the Cappadocia gained the status of Roman district.
- Cappadocia was one of the most important places in the spreading periods of the Christian religion. The first christians trying to escape from the Roman soldiers who wanted to avoid the spreading of the Christian religion have settled in the region of Cappadocia which was so suitable for hiding and so they were able to continue their

natures and to spread their religions. Saint Basileious from Kaisera and Saint Gregorios from Nyssa had settled in Cappadocia. In 647 A.C. together with occupation of Kayseri by Muaviye Cappadocia has met with the Arabian invasions. Cappadocia which went under the domination of the Seljuks in 1072 has been added to the lands of Ottoman Empire in 1399 by the Ottoman Sultan Yildirim Beyazit.

NSD/CES/REGISTRATION UNIT

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Top 10 Must Dine Restaurants in Singapore

Straits Kitchen

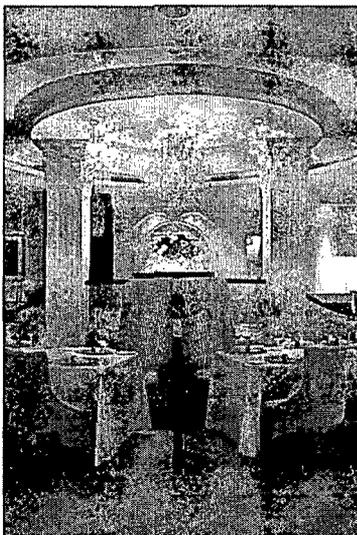
- Straits Kitchen offers the best of local culinary delights in a contemporary “market place” setting.
- Guests can look forward to indulging in an endless parade of local flavors from the halal-certified Chinese, Malay and Indian theatre-kitchens serving local signature dishes like Laksa and Hainanese Chicken Rice.



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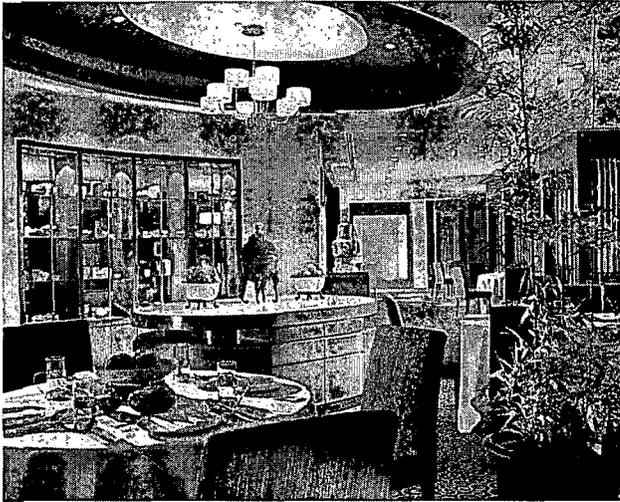
Song of India

- Song of India is an award winning restaurant set in a charming pre-war black and white colonial bungalow.
- Helmed by Chef Milind Sovani, who was honoured with Best Asian Cuisine Chef 2007, Song of India features a good spectrum of modern Indian cuisine ranging from seafood to the signature chicken on top of vegetarian options.
- The dining experience is further augmented by Chef’s Sovani’s passion for all things fine from his cutlery to the refined cuisine presentation.



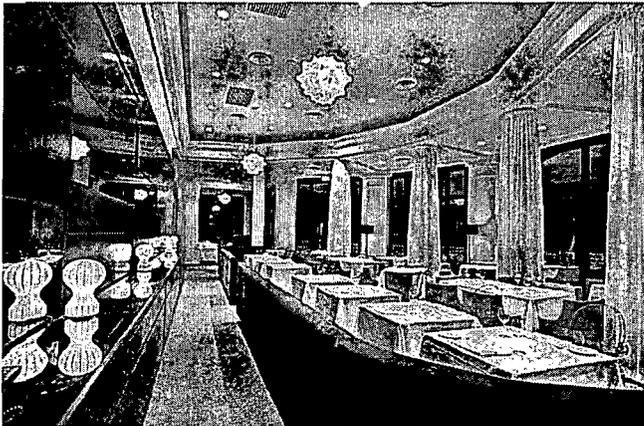
Hua Ting

- One of Singapore’s finest Chinese restaurants, Hua Ting, is helmed by the highly acclaimed Chef Chan Kwok.
- Master Chef Chan Kwok was a recipient of the Asian Ethnic Chef of the Year at the World Gourmet Summit Awards of Excellence while Hua Ting was named Asian Ethnic Restaurant in 2003 and 2005.
- Signature dishes include the traditional roast dishes and their highly popular double-boiled shark’s cartilage soup.



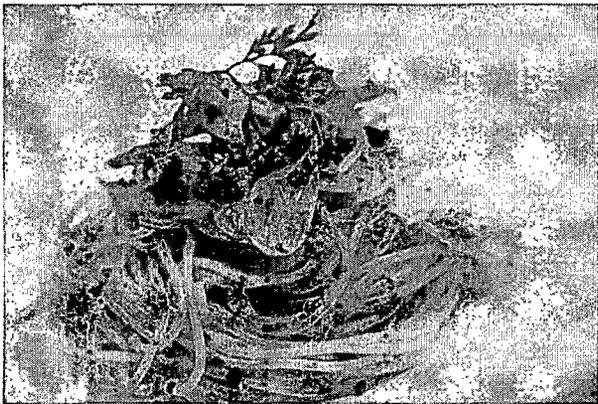
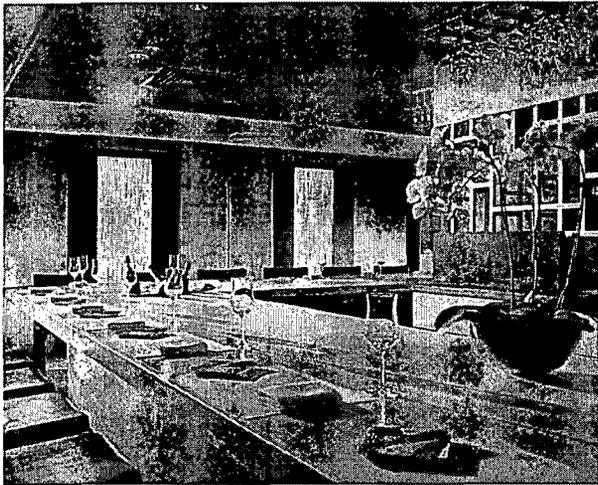
Il Lido

- Located on tropical island, Sentosa, and overlooking the coastline, Il Lido offers the ultimate gastronomic dining experience with its Italian cuisine.
- Behind the stoves is Chef Osvaldo Forlino, who at present is the only chef in Singapore to earn a Michelin star with his family restaurant. Chef Forlino's extensive career also includes stints award winning restaurants in North Italy.
- Il Lido prides itself in sourcing best ingredients from boutique producers and farms in Italy.



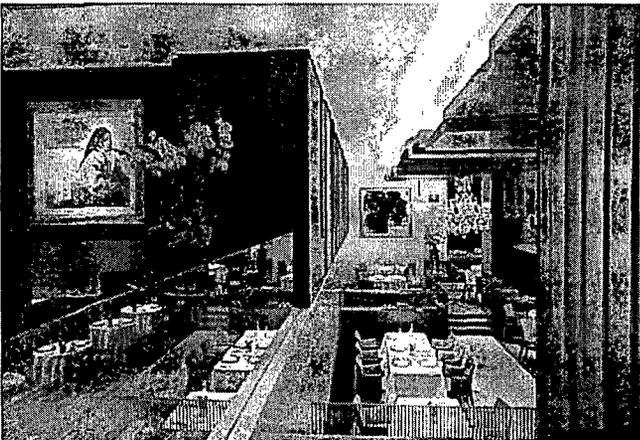
Iggy's

- Named after its founder, respected chef and sommelier, Ignatius Chan, Iggy's is an intimate restaurant serving continental food, incorporating ideas and ingredients from Europe, Asia and Australia.
- Founder Ignatius Chan works with Head Chef Sufian to create their lauded dinner tasting menu. Iggy's was acknowledged by Restaurant Magazine as the best restaurant in Singapore and the world's 60th best restaurant.



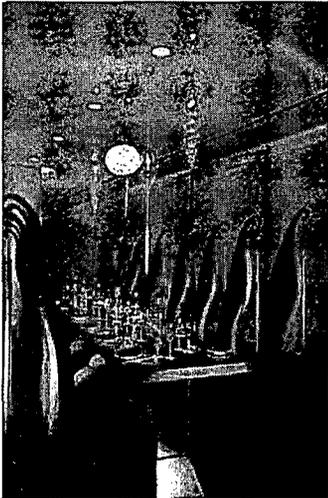
Les Amis

- This local iconic restaurant ranked by Restaurant Magazine as one of the world's 100 Best Restaurant is well-known for its haute French cuisine featuring the ultimate in fine dining experiences.
- The cuisine served is light and contemporary to complement the local climates and palates. Les Amis is also known for its award winning wine cellar that features some 2000 wines and has been a recipient of the Wine Spectator Grand Award since 1996.
- The chef at the helm of the Kitchen is Thomas Mayr, who has worked with the likes of Chef Hans Hass of 2 star Michelin "Restaurant Tantris" in Munich.



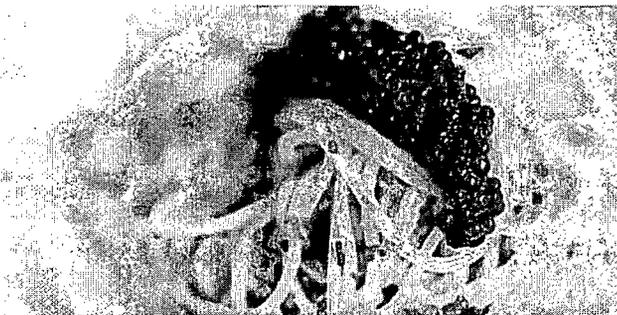
My Humble House

- Neo Classical Chinese cuisine is served in this artistic restaurant, whose design was conceptualized with renowned artist-musician Zhang Jin Jie.
- The menu features the dishes of Chef Sam Leong, a well known local culinary maestro, whose dishes have been presented to former US President Bill Clinton.
- My Humble House is one of the three restaurants in Singapore ranked in Restaurant Magazine's Pellegrino World's Best 100 Restaurants in 2007.



Gunther's

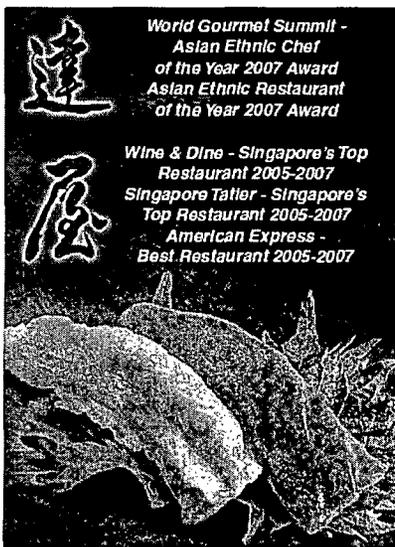
- Set in dark, urban and minimalist interior, Gunther has entrenched itself as one of Singapore's finest restaurants serving modern French cuisine that is famed for its use of the freshest produce and ingredients.
- Gunther is headed by award winning Chef Gunther Hubreschen, who most recently was in charge of kitchens at iconic local French restaurant Les Amis and prior to that sous chef at Alain Passard's famed restaurant, L'Arpege.
- The menu changes seasonally but one of the key signatures is the Cold Angel-hair Pasta Oscietta.





Tatsuya

- This Japanese restaurant which combines the best of traditional Japanese cuisine with a modern taste, is headed and owned by Master Chef Ronnie Chia.
- Chef Ronnie Chia, is a well-known local name, for Japanese cuisine, who has garnered numerous accolades including Asian Ethnic Chef of the Year at the World Gourmet Summit's Award of Excellence.
- Tatsuya is best known for its exceptional sashimi and sushi selections that feature fresh seasonal items flown in from Japan.



Jumbo Seafood

- Jumbo is a name almost synonymous with seafood and especially the local signature seafood dish, Chilli Crab. Established in 1987, Jumbo has a long standing award winning history, having garnered awards like The Most Popular Seafood Restaurant more than five times.
- Live seafood is prepared in familiar local and Hong Kong styles and signature dishes include the Jumbo Chilli Crab, Fried Prawns with Cereal amongst other seafood dishes.

###

MEDIA EDUCATIONAL FORM
Five Journalists - (See Form Below For Breakdown)

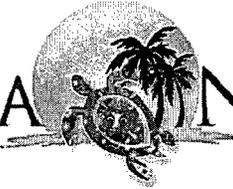
SECTION A	
Name of Publication/ TV/Radio Station:	<ul style="list-style-type: none"> • Susan Crandell, freelancer, MORE, More.com, Town & Country, Departures, ForbesLife (on assignment for More.com and MORE) • Karen Loftus, freelancer, on assignment for Estates West and Airzonal Foothills Magazine. • Louis Marroquin, managing editor, Private Clubs Magazine • Caroline Tapp-McDougal, editor in chief, Homefront • TBD, Zoomer Magazine (Zoomer is committed to the trip. Vivian Vassos, the executive editor would like to take the trip, but may assign the writer.)
Country/State:	Various
Name of Journalist(s):	See above
Type of Media:	<p>Print/Broadcast/Radio/Other: Print and Online publications</p> <p>Indicate whether travel, lifestyle, food magazines or programmes or national/regional dailies: Lifestyle, travel and luxury</p> <p>Frequency of publication/programming details: Weekly and Monthly (Print and Online)</p>
Audience Reach:	<p>Readership/Viewership/Listenership:</p> <ul style="list-style-type: none"> • MORE Magazine (Circ. 1,356,184) - Established in 1998 for the smart and sophisticated woman. Features cover real life concerns, the changing roles of women in society, self-improvement and ways to develop a healthy lifestyle and attitude. Topics include health, style, fashion, beauty, family, travel, love, sex, entertainment, investments and financial planning. • MORE.com (Circ. 261,564) - Designed as the online companion to more magazine. Features interactive quizzes, slide shows and a robust Health section filled with the latest information on breast cancer, menopause and hormone replacement therapy, diabetes and other topics of critical importance to women in the middle years of life. • Private Clubs Magazine (Circ. 191,794) - Edited for and about the affluent members of private business,

	<p>country sports and resort clubs in the United States. Features include travel tips, solutions to health and fitness concerns, profiles of business leaders and club members, food and wine ideas and a listing of all clubs in the ClubCorp family.</p> <ul style="list-style-type: none"> • Lexus Drivers Magazine (Circ. 798,905) - Established in 2002 and written for Lexus owners. Offers entrée to a world of exclusive experiences, including lifestyle, the arts, fine dining and travel, as well as vehicle reviews and test drives of the newest Lexus models. Editorial content aims to reflect the evolving Lexus brand as it embodies "new luxury." • Homefront Magazine (Circ. 32,355) - Features entertainment and lifestyle articles. Presents an audience of upscale shoppers with design, spa, travel and Canadian and international celebrity interviews. • Zoomer (Circ. 179,540) - Formerly called CARP: for the 50Plus and re-launched in October 2008 and written for mature Canadians who embrace life with experience and confidence. Editorial content includes fashion, food, adventure, lifestyle, beauty, technology, business, personal health, culture, travel, sexuality, golfing, eco-travel, home renovation and decorating and spirituality. <p>Language: All in English</p>
Audience Profile:	See above
Media Coverage Details:	<p>Estimated media value: TBD once coverage appears</p> <p>When published or aired? TBD (2010 and 2011)</p>
Duration:	One day city tour on May 13 th , 2010 (see attached itinerary as well)
Level of Support Required:	<p>Accommodation: No as it is being provided by Shangri-La Hotels & Resorts</p> <p>Airtickets: No as it is being provided by Cathay Pacific</p> <p>Guide: Yes & just for one full day (May 13th)</p> <p>Meals: Yes & just for one full day (May 13th)</p> <p>Transport: Yes & just for one full day (May 13th) – 8 people total</p> <p>Planning of Itinerary: Yes & just for May 13th</p>

Flight Details: PNR No:	<u>Arrival:</u> N/A	<u>Departure:</u> N/A
Media Interest:	What would they be writing about? Story angles/ideas? General destination story, new developments and culinary scene	
Itinerary Contents:	See attached itinerary for more details	
Other Remarks: This is a Shangri-La and Cathay Pacific supported press trip and they enlisted STB to provide ground support so that we can showcase the best of the destination to this group of journalists and receive media coverage in return.		
SECTION B (attach additional pages if necessary)		
Particulars of Media Personnel	Media Personnel 1	Media Personnel 2
Name/Address	N/A	N/A
Passport No	American Passport Number:	
Expiry Date	*Passports are required to have a longer shelf life than 6 months prior to expiration for entry into Singapore	
Title/Designation		
Tel/Fax No		
E-mail address		
Accommodation Request		
Special dietary requirements		
SECTION C (If Media Educational involves TV Crew)		
Equipment List		
PVP		
SECTION D (To be completed by Desk Officer in HQ)		
Estimated Budget: Airticket(s): Accommodation: Guide: Meals: Transport: Miscellaneous: Drinks: Contingency (10%) Sub-total:	 SGD\$ 1,000.00 SGD\$ 1,000.00 SGD\$ 600.00 SGD\$ 300.00 SGD\$ 290.00 SGD\$ 2,900.00	Remarks:

TOTAL:	SGD\$ 3,190.00	
Vote number		
Submitted by:	H&S Public Relations	
Thru':		
Approved by:		

RIVIERA NAYARIT



Travel Press Familiarization Trip June 20th – 25th

Sunday, June 20th

- TBD** Arrive in Tepic Airport & transfer to the **Hotel Garza Canela** for check-in. The Hotel Garza Canela is located in the heart of the sleepy little town of San Blas.
- TBD** Depending on time of arrival, free time
- TBD** Dinner at the renowned **El Delfin Restaurant**. One of Riviera Nayarit's finest restaurants, El Delfin at Hotel Garza Canela, is located in the heart of the sleepy little town of San Blas. El Delfin is headed by chef Betty Vasquez who studied at The Cordon Bleu School of Culinary Arts in Paris and then worked under celebrated chef Juan Mari Arzak of the Michelin three-star Arzak restaurant in Spain. Vasquez uses Mexican ingredients fused with classic European cooking techniques.

Monday, June 21st

- 9:00 AM** Breakfast on your own & check-out
- 10:00 AM** **Explore San Blas:** The coastal village of San Blas is a rapidly growing tourism destination, thanks to its many beaches, a lively port, rich cultural heritage and an abundance of migratory bird populations which attract birders from around the world. The La Tovara National Park nearby is a federally protected mangrove forest accessible only by small boat
- 11:00 AM** Visit San Blas colonial sites – the Spanish fort and ruins of the cathedral, as well as the downtown plaza.
- 12:00 AM** **Lunch TBD**
- 1:00 PM** Enjoy a remarkable nature experience at **La Tovara National Park** a massive sanctuary for birds housed in a natural mangrove forest fed by the Pacific Ocean. Motor boats take you through the mangroves where you have the opportunity to see many of the native birds of the region, as well as crocodiles, swamp turtles, and other creatures. Continue up the estuary, where a freshwater spring changes the terrain and brings new varieties of flora and fauna.

3:30 PM Head down south to **Rincon de Guayabitos** - small town with a friendly atmosphere and outstanding beaches, restaurants serving authentic local food, bars.

6:00 PM Tour Rincón de Guayabitos & check into **Villa Corona del Mar**
Rest and free time

7:30 PM Dinner at hotel

Tuesday, June 22nd

8:00 AM Breakfast on your own

9:00 AM Check out of Villa Corona del Mar

On the way to Nuevo Vallarta, stop at one of the colorful traditional roadside markets, beautifully arranged with homemade candies, tropical fruits and juices. Be sure to sample the tart tamarind candies and surprisingly flavored giant jackfruit.

The villages we will be visiting heading south to Nuevo Vallarta:

San Francisco (San Pancho) - Home to the famous Polo Club which comes alive between November and May. In addition to polo, the town offers horseback riding, diving, climbing, yoga and jungle excursions. It has a beautiful virtually deserted beach ideal for long walks and is a popular location for expats and good restaurants.

11:00 AM **Litibu** - The next area slated for development in Riviera Nayarit.

12:00 PM Lunch & free time in **Sayulita**: Internationally recognized for its outstanding surfing, Sayulita is a somewhat bohemian art colony with a thriving expat community. There are also several beachfront restaurants and cafes, luxurious villas and spas.

We will have free time to wander around in this charming eclectic town. Enjoy browsing the fine art galleries and stylish colorful shops with clothing, handicrafts, decorative items, handmade cosmetics and jewelry. See Huichol art in the plaza. Watch the surfers on the beginner and expert sides of the beach from an outdoor café. You'll certainly fall into conversation with one of the colorful locals.

We can also take a look at **Haramara**, a yoga retreat. Haramara, which is a sacred Huichol word for "Grandmother Sea", is located on a hilltop offering breathtaking views of the Pacific Ocean and the Sierra Madre mountains with easy access to Sayulita's pristine natural beach.

3:00 PM Activity: Enjoy a surfing lesson or canopy zip-lining tour

4:00 PM Head to the **St. Regis** for check-in

5:00 PM Spa Treatment at the St. Regis

7:30 PM Dinner at St. Regis

Wednesday, June 23rd

8:00 AM Breakfast at leisure in the hotel

10:00 AM Tour of property & lunch

12:30 PM Lunch at St. Regis (TBD)

2: 00 PM Free Time

3:30 PM Visit the **Four Seasons Punta Mita** for site inspection

5:00 PM Spa Treatment at the Four Seasons

7:00 PM Dinner at the Four Seasons Punta Mita

Thursday, June 24th

9:00 AM Breakfast at leisure in the hotel & check out

10:00 AM Check into the **Grand Mayan** or **Grand Luxxe**

11:00 PM Site inspection of the Grupo Vidanta hotel properties: Ocean Breeze, Mayan Palace, Grand Mayan, Grand Luxxe

1:00 PM Lunch at **Blue Fish**

2:00 PM Free time

4:00 PM Site inspection of the Brio Spa and Temazcal spa treatment

5:30 PM Free time

6:00 PM Site inspection of **Marival Residences & World Spa**

8:00 PM Dinner at **Tino's La Laguna** in Nuevo Vallarta for the local specialty, *pescado sarandeado* (situated by a lagoon, Tino's serves up the mouthwatering dish which is grilled fish marinated in spices, chilies and lime) **OR** dinner at Gong at the Grand Mayan

Friday, June 25th

Breakfast at leisure in the hotel

XX PM Transfer to the airport

XX PM Depart from Puerto Vallarta, Mexico (Gustavo Diaz Ordaz International Airport) to the airport most convenient to your home.

Riviera Nayarit Contact:

▪ Primary contact:

Richard M. Zarkin Ch., Public Relations Manager

Riviera Nayarit Convention and Visitors Bureau

Email: rzarkin@rivieranayarit.com

Office: (52) (322) 297 2516 ext. 105

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Maria Castro

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Cell: 646-286-7026

Email: mariac@msilver-pr.com

NSD/CES/REGISTRATION UNIT
2010 AUG 31 AM 11:25



Mexico City 6/20/10

This trip includes flights.

Flight reservation

The AT&T USADirect Access number for Mexico is 01-800-288-2872
More calling info at att.com/traveler

Orbitz record locator: AP110101MLNBWDBE
Airline record locator: AeroMexico - DRT5M4
Ticket numbers: not yet available
Total flight cost: \$605.01 USD

See if you've earned a Price Assurance refund.

Traveler(s) Frequent flier details

ANNIE SCOTT

Flight 1: Sunday, June 20, 2010

AeroMexico 405 Economy | Boeing 737-800 Passenger (738) | 5hr 15min | 2100 miles

Depart: **9:00am New York, NY** New York John F Kennedy Intl (JFK)

Arrive: **1:15pm Mexico City, Mexico** Mexico City Benito Juarez International (MEX)

Your flight is confirmed. The airline is assigning seats at check-in Seat assignment: [choose seats](#) |

Flight 2: Friday, June 25, 2010

AeroMexico 143 Economy | Embraer RJ135/ RJ140/ RJ145 (ERJ) | 1hr 30min | 413 miles

Operated by: AEROLITORAL DBA AEROMEXICO CONNECT. Please check in with the operating carrier.

Depart: **1:20pm Puerto Vallarta, Mexico** Puerto Vallarta Gustavo Diaz Ordaz (PVR)

Arrive: **2:50pm Mexico City, Mexico** Mexico City Benito Juarez International (MEX)

Your flight is confirmed. The airline is assigning seats at check-in Seat assignment: [choose seats](#) |

Change planes. Time between flights: **1hr 55min**

AeroMexico 404 Economy | Boeing 737-800 Passenger (738) | 5hr 0min | 2100 miles

Depart: **4:45pm Mexico City, Mexico** Mexico City Benito Juarez International (MEX)

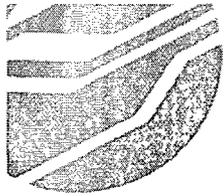
Arrive: **10:45pm New York, NY** New York John F Kennedy Intl (JFK)

Your flight is confirmed. The airline is assigning seats at check-in Seat assignment: [choose seats](#) |

This flight departs from a different airport.

Total duration: 8hr 25min | Total miles: 2513 miles

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RIVIERA NAYARIT

JULY 2010 PUBLIC RELATIONS ACTIVITIES REPORT

TO: RIVIERA NAYARIT

FROM: M. SILVER ASSOCIATES, INC.

Press Coverage

Online and Print Media Coverage			
Outlet	Subject	Date	Circulation
<i>Travel Weekly</i>	Andrea Carniero appointed as director of sales and marketing.	6/29/2010	40,900
<i>Tango Diva Blog</i>	St. Regis Punta Mita Resort special deals	7/1/2010	7,140
<i>The Seattle Times.com</i>	Sayulita as a travel destination	7/3/2010	3,100,000
<i>Gadling.com</i>	Lazy Riviera at the Four Seasons Punta Mita	7/6/2010	712,234
<i>Travel Agent Central</i>	Taheima Wellness Resort and Spa opening	7/6/2010	34,485
<i>Wichita Eagle</i>	Sayulita	7/12/2010	218,509
<i>New York Post</i>	Taheima Wellness Resort special deal	7/13/2010	667,118
<i>Examiner.com</i>	Hotel deals in Puerto Vallarta	7/14/2010	8,868,489
<i>Toronto Star</i>	Sayulita as a travel destination	7/16/2010	415,722
<i>The Saturday Toronto Star</i>	Sayulita as a travel destination	7/17/2010	698,815
<i>Reading Times Eagle</i>	Sayulita as a travel destination	7/18/2010	241,991

<i>Travel Weekly</i>	Taheima Wellness Resort and Spa	7/19/2010	40,900
<i>St. Louis Post-Dispatch</i>	Sayulita as a travel destination	7/25/2010	423,588
<i>Travel Agent Central</i>	New Resort Opens in Riviera Nayarit	7/7/2010	34,485
<i>Travel Weekly</i>	Riviera Nayarit Resort Focuses on Wellness over Sun and Sand	7/19/2010	40,900
<i>Examiner.com</i>	Taheima Wellness Resort & Spa Opens in Mexico's Riviera Nayarit	7/6/2010	8,868,489
<i>Arizona Republic</i>	Taheima Wellness Resort & Spa Opens in Mexico's Riviera Nayarit	7/6/2010	351,207
<i>New York Post</i>	Hot Deals	7/13/2010	525,004
<i>WorldGolf.com</i>	Velas Resorts' Guys Golf Getaway in Puerto Vallarta, Mexico	7/12/2010	N/A
<i>CBS8.com</i>	Taheima Wellness Resort and Spa Opens in Riviera Nayarit	7/12/2010	N/A
<i>Mexico Newsletter</i>	Jim Budd	7/21/2010	N/A
Total number of articles:			21
Audience/Circulation:			25,289,976

Press Releases

Date	Title
Pending	New Luxury Website, Awards and High Profile Sporting Events Solidifies Riviera Nayarit's Reputation as the Most Luxurious Destination in Mexico
Pending	MEETING IN RIVIERA NAYARIT - Mexico's Newest Luxury Vacation Destination Has It All For Productive, Inspiring Meetings, Large or Small
Pending approval	Growth Continues in Riviera Nayarit with Additional Luxury and Wellness Hotel Offerings in 2010

Highlights of Public Relations Activities in July 2010

Press Visits

- **Tuna and Marlin Fishing Tournament**
 - MSA in touch with confirmed media regarding itinerary and flights
 - Brooke Cunningham, freelancer for *Robb Report*, *Sailing*, *Boat International*, *Spa Magazine*: coordinating travel arrangements for journalist
 - Dan Donarski, freelancer for *AAA*, *Sport Fishing*, *Sports Afield*: coordinating travel arrangements for journalist
 - Updated itinerary to incorporate spa activity and destination visits for Brooke's trip

- **VIP Press Trip, August 2010**
 - Distributed invitation and followed up with key media to secure attendance
 - Adam Sommers, *New York Daily News* – journalist might request an individual trip. MSA following up
 - Liaised with CVB regarding itinerary: suggested changes and additions

- **iCNN (September 13-17)**
 - MSA coordinated with producer and host to visit Riviera Nayarit for a fishing angle

- **ZIPSETGO Tweet Up Weekend at Grand Velas**
 - MSA is working with Grand Velas to host these "tweet" girls from October 27-31
 - RN to provide only airfare for (2) and Vallarta Adventure Excursion

- **Metro Fam Trip** – suggested dates: October 14-19
 - Updated fam trip itinerary
 - Arranged call with journalist, Nel Tome who will assist CVB to organize this trip. Invited 3 pubs from Canada and 1 from U.S.:
 - *Outlooks Canada*: Perry Mah
 - *In Toronto*: Nelsom Tome
 - *Fugues*: Richard Burnett
 - *Advocate/Out Traveler Magazine* (U.S.): Ed Salvato

Media Highlights

- Neil Weiner *Hooked on Adventure* – MSA recommended not to move ahead with this media opportunity with Neil as he no longer represents HOA. MSA is in touch with the current owner to begin preliminary discussions for 2011.
- Cari Clarke, *Nubia Magazine* – Pitched latest deals for summer travel in Riviera Nayarit
- Carol Sotilli, *Washington Post* – Sent information on deals for summer/fall travel
- Patricia Kitchen, *Newsday* - Sent information on deals for summer/fall travel
- Barbara Beckley, *Freelancer* – Working with journalist to include information on Riviera Nayarit meeting spaces in upcoming story
- Abel Delgado, *Mexico Meeting and Incentive Planner* - Sent information on meeting spaces to editor to include in the 2011 Annual Guide
- Jenna Mahoney, *Bridal Guide* – Sent images to editor for inclusion into the November – December issue of Bridal Guide
- Sameer Reddy, *Newsweek International*- Pitched correspondent on Riviera Nayarit; to follow-up and determine interest at a later date
- Annie Scott, *Gadling.com*, *Purehappytravel.com*, *Luxist.com* – followed up with writer to see when her stories on Nayarit were set to appear online.
- Tim Leffel, *Luxury Latin America* – writer will be in Puerto Vallarta area from July 26 to early August; would like to visit Riviera Nayarit to do research on area for upcoming features, and blog reviews. Arranged lunch and site inspection at Taheima resort.
- Michael Shapiro, *Meetings & Conventions* – spoke to journalist about seeing the region for a half day tour. Writer will let us know what dates and time work best for him while he is in Riviera Nayarit.
- *Travel Week* – sent journalist information about the new hotels, resorts and attractions in RN for consideration for upcoming feature on Mexico.
- Ysolt Usigan, *iVillage.com* – pitched topics and venues in Riviera Nayarit that fit into the Eat/Pray/Love travel themes

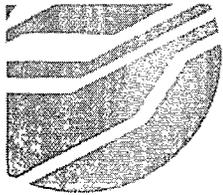
Riviera Nayarit Gastronomy Event (Fall 2010)

- MSA researched venue options and proposed a partnership with Four Seasons Punta Mita
- Met with Alfonso Sumano to discuss concepts, venues, run of show for event
- Meetings with Tara McIntyre of Four Seasons Punta Mita regarding event, participation of Richard Sandoval, event at a Sandoval restaurant in NYC

Miscellaneous

- MSA met with Tara McIntyre of Four Seasons Punta Mita to discuss upcoming PR opportunities and partnerships
 - -Celebrity PR/Promotion
 - Metro Fam Trip-Strategy/Positioning
 - Social Media Platforms-Structure, Support, Synergies
 - Recent Press-FS Punta Mita
 - Punta Mita Properties-Destination PR
 - Press Target Brainstorming
- MSA spoke with Cristina Alvaradejo and Veronica Rivas (Burson Marsteller) of the Mexico Tourism Board regarding upcoming press trips they are hosting to Riviera Nayarit this fall.
- MSA researched information on the meetings spaces in Riviera Nayarit, for the roundup release that focuses on the news and additions to the meetings facilities in the area.
- Daily monitoring of local Nayarit media coverage sent from Rafael Torres
- Monitor Mexico news regarding violence and Mexicana Airlines service

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RIVIERA NAYARIT

JUNE 2010 PUBLIC RELATIONS ACTIVITIES REPORT

TO: RIVIERA NAYARIT

FROM: M. SILVER ASSOCIATES, INC.

Press Coverage

Online and Print Media Coverage			
Outlet	Subject	Date	Circulation
<i>Gadling.com</i>	Annie Scott: Daily Pampering: Frappuccinos in the Lazy River at The Four Seasons Punta Mita	July- 5	633,087
<i>The Edmonton Journal</i>	Climate, Lifestyle, Draw Canadians to Nuevo Vallarta	May - 30	593,634
<i>Cincinnati Enquirer</i>	Future of Women's Golf Tees off Today	June - 6	172,536
<i>El Nuevo Herald.com</i>	Manny Pacquiao	June - 9	73,646
<i>Florida International Magazine</i>	Coastal Eden: Riviera Nayarit Mexico	June 2010	70,244
<i>Travel Pulse</i>	Riviera Nayarit Hotels offer Summer Packages	July 6	70,000
<i>Fox 5 San Diego online</i>	Real Steals and Deals: Dreams Resort Riviera Nayarit	May - 26	56,616
<i>Travel Agent</i>	Wedding Destinations	June-7	49,795
<i>Meetings West</i>	Programs and Packages- All inclusive Grand Velas,	June - 6	28,695

	Riviera Nayarit		
<i>Decatur Tribune</i>	Cindy LaCrosse's win at the 2010 Riviera Nayarit Challenge	May -26	25,000
<i>Kentucky Enquirer</i>	Cindy LaCrosse's win at the 2010 Riviera Nayarit Challenge	June – 11	21,495
<i>Agent at Home</i>	Iberostar Grand Paraíso Hotel	June -1	18,214
<i>Travel Week Canada</i>	Value- Added Packages and Offers Make Riviera Nayarit Ideal Choice This Summer	June – 3	13,500
<i>Where to Go Next</i>	Riviera Nayarit Invites Travelers To An Unforgettable Summer Experience With Sizzling Hot Hotel Packages	May - 18	7,000
<i>Style Section L.A.</i>	Escape! The Punta Mita Edition	May – 10	3,380
<i>DiarioSanDiego.com</i>	Manny Pacquiao in Riviera Nayarit	June – 9	1,749
<i>ESPN Deportes.com</i>	Manny Pacquiao in Riviera Nayarit	June – 9	317
<i>Yahoo Deportes.com</i>	Manny Pacquiao in Riviera Nayarit	June -9	N/A
<i>Cheaptickets.com</i>	Four Seasons Mexico: Receive \$1,234 Resort Credit for 4-Night Stay	July - 6	N/A
<i>Sports Page Weekly</i>	Puerto Vallarta, Mexico Tees off for Tourists	May – 6	N/A
Total number of articles:			20
Audience/Circulation:			1,838,908

Press Releases

Date	Title
5/24/2010 (PENDING)	New Luxury Website, Awards and High Profile Sporting Events Solidifies Riviera Nayarit's Reputation as the Most Luxurious Destination in Mexico
6/15/2010	Pitch: Manny Pacquiao Finds Rest and Relaxation in Riviera Nayarit, Mexico
5/18/2010	Riviera Nayarit Invites Travelers to an Unforgettable Summer Experience with Sizzling Hot Hotel Packages

Highlights of Public Relations Activities in June 2010

Press Visits

▪ Tuna and Marlin Fishing Tournament

- MSA in touch with confirmed media regarding itinerary and flights
 - Brooke Cunningham, freelancer for *Robb Report*, *Sailing*, *Boat International*, *Spa Magazine*: MSA invited on press trip. Journalist confirmed attendance
 - Dan Donarski, freelancer for *AAA*, *Sport Fishing*, *Sports Afield*: Journalist confirmed attendance and liaising with journalist regarding travel arrangements.
- Annie Scott, blogger, *Gadling.com* and *Luxist.com*: coordinated writer's visit and activities, who will be traveling June 20-25
- CNN, MSA coordinated with producer for iReport segment to take place in Riviera Nayarit on fishing
- *VIP Press Trip*, August 2010 – created media target list and invitation. Liaising with CVB regarding itinerary

Media Highlights

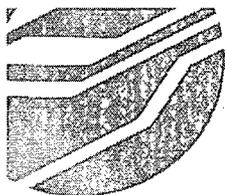
- Neil Weiner, *Hooked on Adventure* – Producer is interested in filming a segment on Riviera Nayarit however, their visit will be pushed to 2011
- Sarah Horne, *Freelancer* – Pitched Riviera Nayarit to writer; interested in the Festival of Migratory Birds
- John Mariani, *Esquire* – Expressed interest in sending writer for August Fishing Tournament; MSA suggested waiting until Gourmet Festival for his visit
- Paul Brady, *Conde Nast Traveler* – Pitched hotel deals; editor interested in Dreams Resort summer deal
- Scott Mayerowitz, *ABC News* – Pitched information on beaches in Riviera Nayarit for “World’s Best Under-the-Radar Beaches”
- Elizabeth Hansen, *Ranch & Coast* – Pitched information on Nayar Golf Course
- Mary Forgione, *Los Angeles Times* – Pitched summer hotel packages
- Becca Hensley, *Freelancer* – Sent information on Marival Residences for query on brand new (less than a year old) hotels easily accessible from Washington DC area
- Smarter Travel, Kate Hamman – Sent information on summer deals
- Colleen Clark, *Freelancer* – Sent information on Riviera Nayarit luxury facilities; MSA to determine interest
- Elaine Glusac, *Virtuoso Life* – Sent information on Riviera Nayarit luxury facilities per journalist request; MSA to follow-up
- Heidi Rice, *BE! Magazine* and *Hollywood Weekly* – Sent information on events and festivals in Riviera Nayarit

Miscellaneous

- MSA researched top US chef's contact info to invite to the 16th International Gourmet Festival and drafted invitation letter

- September Media Event with MTB and Betty Vasquez– Contacted Culinary Loft regarding availability and costs and relayed to CVB for MTB
- Daily monitoring of media coverage regarding violence in Mexico
- Daily monitoring of local Nayarit media coverage sent from Rafael Torres

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RIVIERA NAYARIT

MARCH 2010 PUBLIC RELATIONS ACTIVITIES REPORT

TO: RIVIERA NAYARIT

FROM: M. SILVER ASSOCIATES, INC.

Press Coverage

Online and Print Media Coverage			
Outlet	Subject	Date	Circulation
Denver Post online	Offshore in Mexico	17-March	2,100,000
Daily Candy	Say You, Say Me – Sayulita Guide	3-March	418,461
Denver Post	Offshore in Mexico	17-March	340,949
Bridal Guide	Villa Amor Sayulita	2-Feb	162,265
American Chronicle	Bucerias, A Place of Diverse	20-March	154,655
Travel Pulse	Velas Resorts Offer Free Upgrade, Kids Stay Free	19-March	60,187
Travel Agent Central	Online Contest for Travel Agents	22-March	59,000
Travel Agent Central	Children Learn about Environment while on Vacation to Mexico	22-March	59,000
Prevue Magazine	Mexico – The Next Generation	1-Feb	45,000
Travel Week Canada	Riviera Nayarit Hosts March Maritime Events	4-March	13,500
Agent @ Home Magazine	Velas Resorts offer Free Upgrade, Kids Stay Free	12-March	20,100

Sail Blog	Banderas Bay Racing	2-March	N/A
Jetsetter's Blog	Riviera Nayarit's Grand Velas Family Spa Escape	24-Feb	N/A
Hotel Resource	Imanta Punta de Mita Opens March 12, 2010	10-March	N/A
Earth Times	Imanta Punta de Mita Opens March 12, 2010	10-March	N/A
Earth Times	Eco-Friendly: Kids Learn about the Environment while in Mexico	15-March	N/A
Travel World News	World's Best Windsurfers will Compete in the Nextel Bicentennial Mexico Cup Regatta	Feb	N/A
Total number of MSA generated coverage:			16
Audience/Circulation generated by MSA:			3,433,117

Press Releases

Date	Title
2/22/2010	Riviera Nayarit Nautical Extravaganza features International Beach Volleyball and Soccer Tournaments, March 5-7, 2010
3/9/2010	J24 Regatta begins today in Riviera Nayarit during the Nextel Bicentennial Mexico Cup Regatta
3/9/2010	Kite Surfing Competition featured in the Nextel Bicentennial Mexico Cup Regatta, winners announced last night
3/10/2010	Tania Elias Calles, the top Mexican sailor, beats the Guinness Record for sailing in a laser without a motor, as the first step of her 2010 Challenge
3/22/2010	Calling all Agents: New Online Contest Gives Agents a Chance to Win a Trip to Riviera Nayarit, Mexico
3/22/2010	First Annual Long Board Surfing Competition to take place April 17-18 in Sayulita, Riviera Nayarit

Highlights of Public Relations Activities in March 2010

Press Visits:

- **Jack Hanna *Into the Wild*** : MSA is continuing correspondence with producer and dates set for November; awaiting final confirmation from the RNCVB
- **Nautical Extravaganza Press Trip**: MSA coordinated with media to participate in the 2 press trips organized for the Nautical Extravaganza events, February 26- March 7, March 7- March 14.

- **Media confirmed:**
 - *Yachting, Sailing World* - Pierce Hoover
 - *Latitude 38* - Rob Grant
 - *Sailing Magazine, Dockside Magazine* - Betsy Crowfoot
 - *SAIL Magazine* - Kimball Livingston
 - *Wall Street Journal* - Joe Mullich
 - *Yachting Matters* - Brooke Cunningham. Journalist had to cancel trip because of last minute family situation
- **Grand Velas press trip:** coordinated with Grand Velas PR agency to possibly include tour of Sayulita and activities with Vallarta adventures for press trip March 25-28
- **Yvonne Yeh, NDTV:** MSA coordinating with media for press trip later in the year
- **Blogger Group Press Trip:** Preliminary outreach and set tentative dates for April 20 through the 24. Decided to put trip on hold for now and will reconsider trip for later this year.

Media Highlights:

- Lindsey Beitler, *Bridal Guide*: Sent images of Villa Amor; coverage included in this report
- Marlene Goldman, *Meetings West*: Provided journalist with information on water activities in Riviera Nayarit fit for groups. Marlene is working on a Coastal Mexico story for the magazine
- Alice Gordon, *Travel + Leisure*: Spoke with journalist in search of further information regarding San Pancho; MSA to follow-up as she will be traveling to the region
- Cecilia Fang, *NBC Today*: Provided images of Sayulita and general destination images
- Greg Sullivan, *AFAR Magazine*: pitched editor-in-chief on destination to consider for individual press trip
- Edgardo Mattei, *ESPN*: producer is covering Nautical Extravaganza events; MSA sent speaking points and info on Nayarit
- Kari Bodnarchuk, *The Boston Globe* (Sunday Travel Section): sent editor hot deals, new developments and info on destination to consider for new column
- Carmen Letscher, *Momologie*: sent recommendations for new spring break destinations/locations that cater to families
- Colleen Clark, *Freelancer for USA Today*: pitched Riviera Nayarit and sent information to writer; MSA to follow-up
- Laurie Heifetz, *Freelancer for The New York Post*: pitched Riviera Nayarit and journalist is interested; MSA to follow-up for possible individual press trip

Special Events: Nautical Extravaganza

- Translated all incoming releases from Spanish to English for U.S. media distribution
- Monitored coverage resulting from distribution of nautical releases

- Communicated with Yadira Lopez Salas at the Mexico Tourism Board about media outreach and visits
- Social Media: developed and posted series of tweets during nautical events
 - Regatta Bahia begins today in Riviera Nayarit! details and info at <http://tinyurl.com/y8hqo9m> (Mar 17)
 - Largest Boat Show in Latin America starts today in Riviera Nayarit! Check out details and info at <http://tinyurl.com/yzjs629> (Mar 11)
 - The Nautical Extravaganza in Riviera Nayarit is absolute record, 1 of the most impressive so far: 92% occupancy in RN, the highest in Mexico (Mar 9)
 - J24 Regatta begins today in Riviera Nayarit during the Nextel Bicentennial Mexico Cup Regatta <http://pitch.pe/51028> (Mar 9)
 - Desafio 2012! Tania Elias Calles is making the journey from Los Cabos to Riviera Nayarit without touching ground! @ www.rivieranayarit.com (Feb 25)
 - Don't miss! Riviera Nayarit is hosting series of nautical events at the new Marina, the biggest in Mexico's Pacific Coast! Begins this Sat! (Feb 25)

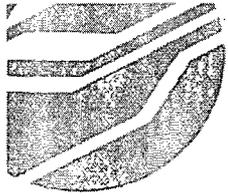
Crisis Communications

- Reached out to MTB for official statement on shooting that occurred Sunday, March 14
- Monitored media coverage of Mexico events and statements from Mexico officials
- Advised on position that the destination should take regarding proactive/reactive messages and statements

Miscellaneous:

- Daily monitoring of local Nayarit media coverage sent from Rafael Torres
- Finalizing travel arrangements for Regis & Kelly winners – dates, flights, hotels

###



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RIVIERA NAYARIT
MAY 2010 PUBLIC RELATIONS ACTIVITIES REPORT

TO: RIVIERA NAYARIT
FROM: M. SILVER ASSOCIATES, INC.

Press Coverage

Online and Print Media Coverage			
Outlet	Subject	Date	Circulation
<i>Washington Post</i>	Top Deals: Grand Velas Package	Apr-24	578,482
<i>Bridal Guide</i>	Best Beaches: Sayulita, Riviera Nayarit. Best Surfing: Punta Mita, Riviera Nayarit	Aug-1	195,495
<i>Travel Pulse</i>	Mexico's Riviera Nayarit Reports Strong Growth Outlook	May-14	70,000
<i>Latitudes and Attitudes Seafaring</i>	New Marina in La Cruz, Mexico	Jun-1	63,100
<i>Amarillo Globe News</i>	Travel Deals – Grand Velas Package	May-2	52,450
<i>Sailing World</i>	Regatta to the Rescue	Apr-29	50,153
<i>Recommend</i>	Palladium- Riviera Nayarit	May-12	48,195
<i>Luxury Travel Magazine</i>	Grand Velas to Host Paris' Le Cordon Bleu Gastronomic Festival	Apr-30	35,000
<i>Vacation Agent Magazine</i>	What's New? Overview of latest news in Riviera	May-1	30,535

	Nayarit		
<i>Vacation Agent Magazine</i>	Riviera Nayarit Reports Strong Growth Outlook	Apr-30	30,535
<i>Vacation Agent Magazine</i>	Guide to Mexico's Top All-Inclusive Resorts	May-1	30,535
<i>Meetings West</i>	Grand Velas Riviera Nayarit – Property Profile	May-1	28,695
<i>Agent @ Home Magazine</i>	Riviera Nayarit Reports Strong Growth Outlook	Apr-30	18,000
<i>Agent @ Home Magazine</i>	What's New? Mexico	May-10	18,000
<i>Daily Tribune</i>	Top Deals: Grand Velas Package	May-2	16,064
<i>Jetsettersblog</i>	Riviera Nayarit New Golf Courses	May-5	N/A
<i>Life of Luxury</i>	World-Class Spa Facilities in Mexico's Riviera Nayarit	Apr-30	N/A
<i>Caribbean News Digital</i>	Mexico's Riviera Nayarit Reports Strong Growth Outlook	May-4	N/A
Total number of MSA generated coverage:			18
Audience/Circulation:			1,265,239

Press Releases

Date	Title
4/27/2010	Positive Outlook for Riviera Nayarit in 2010: Strong in Tourism Growth, Safety and Hotel Openings
5/10/2010	Set to Sail: Riviera Nayarit Establishes an International Sailing Academy
5/18/2010	Riviera Nayarit Invites Travelers to an Unforgettable Summer Experience with Sizzling Hot Hotel Packages

NSD/CES/REGISTRATION UNIT
 2010 AUG 31 AM 11:24

Highlights of Public Relations Activities in May 2010

Press Visits

- **Riviera Nayarit General Travel Press Trip**
 - MSA reached out to determine if media are available for a press trip first or second week of June; MSA to update CVB
- **St Regis General Travel Press Trip**
 - MSA followed up with journalists who attended the St Regis trip and sent general destination information
 - Media who attended the press trip:
 - Anthony Head, *805 Living*
 - Craig Bridger, *AskMen.com*
 - Erin Fehrer, *California Home and Design*
 - Elisa Logan, *Coast Magazine*
 - Scott Goetz, freelancer for *Elite Traveler, Robb Report, Los Angeles Times*
 - Noe Gold, *LA Family*
 - Andrew Harmon, *The Advocate* and *Style Section LA*
 - Karin Tanabe, *Washington Life*
- **Tuna and Marlin Fishing Tournament**
 - MSA selected target media and invited to attend Fishing Tournament
 - Secured interest from:
 - Brooke Cunningham, freelancer for *Robb Report, Sailing, Boat International, Spa Magazine*: MSA invited on press trip. Journalist confirmed attendance
 - Dan Donarski, freelancer for *AAA, Sport Fishing, Sports Afield*: Journalist confirmed attendance
- Annie Scott, blogger, *Gadling.com* and *Luxist.com*: coordinated dates and itinerary for writer, who will be traveling June 20-25
- *CNN*, MSA coordinated with producer for iReport segment to take place in Riviera Nayarit on fishing
- MSA provided press kit and followed-up with the media that joined the St. Regis Punta Mita Fam Trip

Media Highlights

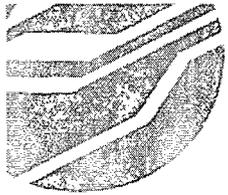
- David Landsel, *The New York Post* – Interested in Riviera Nayarit, sent Travel Editor further information; MSA to determine interest
- Tom Ward, *Sports Page Weekly* – Provided information about golf courses and latest statistics on destination
- Suzanne Barbezat, *About.com Mexico Guide* – Pitched destination news
- Bryan Saunders, *Vue Magazine* – MSA sent press kit materials in advance of trip to Riviera Nayarit

- Bruce Selcraig, *Golf Digest* and *Sports Illustrated* – Interested in visiting RN golf courses, MSA coordinating dates
- Elaine Glusac, *Everyday with Rachael Ray Magazine* – MSA sent media lead to hotel partners and pitched relevant hotel packages
- Margaret Kelly, *Frommers.com* – Editor interested in visiting destination, but dates did not work. MSA following up for upcoming press trips
- Jason Deegan, *Michigan Golf* and *Golf Magazine* – Interested in trip in October. MSA coordinating dates
- Karen Misuraca, *International Golf Travel Examiner* and *Quick Escapes* – Interested in playing Litibu and Nayar courses. MSA coordinating dates
- Neil Weiner, *Hooked on Adventure* – Producer is interested in filming a segment on Riviera Nayarit however, their visit will be pushed to 2011
- Luiza Villar, *Florida International Magazine* – MSA sent editor info on the best restaurants and hotels in Nayarit and images of key spots for upcoming feature story on the region.
- Sarah Munoz, *Recommend Magazine* – Fact checked story and interview with Marc Murphy at Tianguis
- James Kelly, *Life of Luxury* – sent photos and info on top spas in Riviera Nayarit for upcoming feature
- Adam Graham, Freelance Food & Travel Writer – provided journalist updates on destination; writer is interested in visiting the region soon.
- Kendis Gibson, *Fox 5 San Diego* – provided reporter with updates on Nayarit; he would like to visit in June.

Miscellaneous

- MSA resent CVB sample interview/testimonial questions to ask athletes and celebrities that visit Nayarit
- Obtained new packages from CVB hotel partners for upcoming press releases and pitches
- Tianguis – communicated with Mexico travel media to ascertain their plans to attend Tianguis this year. Secured the list of registered media while at Tianguis and sent each of them an email proposing an interview with Marc Murphy at Tianguis as well as attaching the most current press releases. Went to press room to provide press releases
- MSA corresponded with Rachel Onken at MLT Vacations to introduce the team and partner to promote their upcoming packages and opportunities for Riviera Nayarit and to support their sales and marketing efforts. Also advised that MSA did not write or distribute the release posted on the RN Website with the incorrect citing of their name
- Daily monitoring of local Nayarit media coverage sent from Rafael Torres

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M. Silver Associates Inc. – New York

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New York, NY 10017
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RIVIERA NAYARIT

APRIL 2010 PUBLIC RELATIONS ACTIVITIES REPORT

TO: RIVIERA NAYARIT

FROM: M. SILVER ASSOCIATES, INC.

Press Coverage

Online and Print Media Coverage			
Outlet	Subject	Date	Circulation
Seattle Post Intelligencer Online	LaCrosse Wins Duramed Futures Event by One	26-Mar	2,151,100
Boston Globe	Els Hopes He Can Hang On	29-Mar	360,695
StreetInsider.com	Tourism Industry	15-April	248,001
GolfWeek	Oh Wins Futures Opener in Playoff	26-Mar	158,550
Financial Times	Campaign to Make the Most of the Coast	31-Mar	137,845
Elite Traveler	Grand Velas All Suites & Spa Resort Riviera Nayarit	1-May	131,458
Ottawa Citizen	After a Rough Year in Tourism, Holiday Mecca Ready to Shine	2-Apr	118,372
Lexington Herald-Leader	A Crowd at top of Bay Hill Leader Board	27-Mar	111,124
<i>Hotel Interactive</i>	Palaces Resorts Welcomes Frank Maduro as VP Marketing	24-Mar	20,000

<i>Agent @ Home Magazine</i>	Mexico's Velas Resorts Offer Free Upgrade, Kids Stay Free	22-Mar	70,000
<i>Agent @ Home Magazine</i>	Mexico's Nuevo Vallarta Announces Travel Agent Contest	10-Mar	70,000
<i>Travel Agent Central</i>	Environmental Organization Recognizes Riviera Nayarit Beaches	9-April	59,000
The Daily Gazette	Futures Tour Launching Pad for Young Talent	10-Apr	48,211
Buyer Interactive	Carolyn Izzo Integrated Communications Selected to Promote La Tranquila Resorts Corporate Brand	14-April	32,000
Where to Go Next	Young Golf Stars Come to Riviera Nayarit, Mexico	25-Mar	35,000
Vacation Agent Magazine	Everything's Included – All Inclusive Resorts in 2010 – Palace Resorts Riviera Nayarit	1-Apr	30,535
Travel World News	Kids Stay Free This Summer at Palladium Hotels & Resorts	22-Apr	22,173
Hotel Interactive	Palaces Resorts Welcomes Frank Maduro as VP Marketing	19-Apr	20,000
Canadian Travel Press	Rediscover Mexico's New Riviera Nayarit	8-Mar	14,000
Travel Week Canada	Kids Stay Free This Summer with Palladium Hotels & Resorts	25-Mar	13,852
Travel Courier	Mexico Tourism Board Insists Destination Remains Safe for Tourists	25-Mar	7,000
Travel Industry Today	Viva Vallarta – Golf Courses in Mexico	18-Mar	N/A
TravelingGolfer.net	Postcards from Paradise – Puerto Vallarta's Golf Gems	March	N/A
Golf.co.uk	Rachel Connor- Up and Running on The Duramed Futures Tour	24-Mar	N/A
The Sports Network	This Week in Golf – April 22 through April 25 – Riviera Nayarit Golf Classic	22-April	N/A

Total number of MSA generated coverage:

25

Audience/Circulation generated by MSA:

3,858,916

Press Releases

Date	Title
3/23/2010	First Annual Long Board Surfing Competition to take place April 17-18 in Sayulita, Riviera Nayarit
3/25/2010	Young Golf Stars Come to Riviera Nayarit, Mexico
4/8/2010	Greenpeace Recognizes the Cleanliness of Riviera Nayarit's Beaches
4/19/2010	Photo Caption: The Dallas Cowboys Cheerleaders Return to Riviera Nayarit for 2010 Swimsuit Calendar Photo Shoot

Highlights of Public Relations Activities in April 2010

Press Visits:

- **Sayulita Surfing Competition (April 17-18)**
 - MSA reached out to key surfing media and invited on individual trip
 - *Surfer Magazine*, Janna Irons – dates didn't work
 - *Surfing Magazine*, Matt Walker – does not cover long board
 - *Travelworld Surf*, Chris Cote – dates didn't work
- **Riviera Nayarit General Travel Press Trip**
 - MSA reached out to determine if media are available for a press trip first or second week of June; MSA to update CVB
- **San Blas Fishing Tournament (June 16-22):**
 - MSA reached out to target media and invited to attend Fishing Tournament
 - Secured interest from:
 - John Mariani, *Esquire*: would like to send writer, checking dates. MSA to follow up
 - Brooke Cunningham: MSA invited on press trip. Journalist confirmed attendance
 - Dan Donarski, freelancer for AAA, Sport Fishing, Sports Afield: MSA confirming dates

Media Highlights:

- MSA sent round-up pitch on spa's in Nayarit and the new Brio Spa in Nuevo Vallarta. Secured interest from following media:
 - Kirsten Salyer, *Conde Nast Traveler* and *Concierge.com*
 - Brooke Showell, prolific freelancer – interested in visiting the region soon
 - Terry Herman, freelancer
 - Elinor Garely, *eTurboNews.com*
- Melanie Marin, *Fodor's Guide Book*: Sent editor images of Nayarit Golf Course at Mayan Palace for the Adventure chapter of 2011 Guide Book.
- Veronica Leonard, *Dreamscapes* (part of Globe & Mail): MSA sent journalist updated info and releases on region. Editor will let us know when she can visit the region.
- Amy Chen, *Frommer's*: Sent information on new hotels in Riviera Nayarit
- Alice Gordon, *Travel + Leisure*: Arranged meeting with Richard on April 9 to discuss San Pancho area and other news
- *Robb Report* – MSA sent info on Riviera Nayarit and images of Grand Luxxe for inclusion in “Grand Openings” section
- Annie Scott, blogger, *Gadling.com* and *Luxist.com*: Spoke with writer and she is very interested to visit the region, MSA working to determine dates of her press visit
- David Landsel, *The New York Post*: Interested in Riviera Nayarit, sent Travel Editor further information; MSA to determine interest
- Michael Yessis, blogger, *World Hum*: Pitched Riviera Nayarit and sent further information; MSA to determine interest
- Chadner Navarro, blogger, *Jauntsetter*: Introduced Riviera Nayarit and writer will be in touch should there be an appropriate angle
- Paula Chin, *Family Circle*: Sent information on family activities in Riviera Nayarit; MSA to determine interest

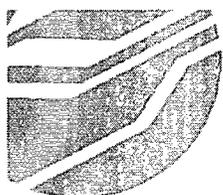
Crisis Communications

- Monitored media coverage of Mexico events and statements from Mexico officials

Miscellaneous:

- MSA contacted all Riviera Nayarit CVB hotel partners for packages and info on any news regarding internal management changes, new appointments, new hotel programs and other developments that we could share with the media.
- Regis & Kelly Promotion: MSA determined flights and settled winner's activities
- Daily monitoring of local Nayarit media coverage sent from Rafael Torres

###



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RIVIERA NAYARIT

FEBRUARY 2010 PUBLIC RELATIONS ACTIVITIES REPORT

TO: RIVIERA NAYARIT

FROM: M. SILVER ASSOCIATES, INC.

Press Coverage

Online and Print Media Coverage			
Outlet	Subject	Date	Circulation
Bride Magazine	Mexico's Best Beaches: RN Included	1-Mar	360,801
Los Angeles Time – Daily Travel Blog	Spring Break Specials to Mexico and Caribbean	20-Feb	657,467
Upscale Magazine	Rejuvenate Your Body and Soul in Mexico's Riviera Nayarit	1-Jan	181,399
Travel Agent Central	Imanta Punta de Mita to Open this Month	2-Feb	50,000
Travel Weekly	Imanta Resort "born of the land" on Riviera Nayarit	10-Feb	41,154
Ranch & Coast Magazine	Punta Mita Paradise	1-Feb	37,000
Jetsetters Blog	Riviera Nayarit 18 th Annual Gala Vallarta	15-Feb	N/A
Luxury Travel Advisor	Imanta, Punta de Mita	1-Feb	11,500
Michigan Vacation Blog	Fun on the Nayarit Riviera, Mexico	9-Feb	N/A
Where to Go Next	Guinness Record Sailing Challenge Scheduled for	3-Feb	10,550

	Riviera Nayarit, February 27-March 20, 2010		
Where to Go Next	Riviera Nayarit to welcome over 70 tour operators at the 18th Annual Gala Vallarta, March 3-5, 2010	11-Feb	10,550
Where to Go Next	The world's Best Windsurfers will Compete in the Nextel Bicentennial Mexico Cup Regatta, March 10-13	22-Feb	10,550
Total number of MSA generated coverage:			12
Audience/Circulation generated by MSA:			1,370,971

Press Releases

Date	Title
1/27/2010	Timeline: Nautical Events
2/2/2010	Guinness Record Sailing Challenge Scheduled for Riviera Nayarit Nautical Extravaganza, February 27-March 20, 2010
2/8/2010	29th Annual Vallarta Race to Kick Off Riviera Nayarit's Nautical Extravaganza
2/10/2010	Riviera Nayarit to welcome over 70 tour operators at the 18 th Annual Gala Vallarta, March 3-5, 2010
2/16/2010	Nextel Bicentennial Mexico Cup Regatta Brings Eight Grand Class Sailing Events to Riviera Nayarit, Mexico
2/18/2010	J24 Racing at the Riviera Nayarit Extravaganza Nautica

Highlights of Public Relations Activities in February 2010

Press Visits:

- **Jack Hanna *Into the Wild*** – MSA is still talking with producer and working on itinerary for show
- **Nautical Extravaganza Press Trip:** MSA sent invitations for media to attend the 2 press trips organized for the Nautical Extravaganza events, February 26- March 7, March 7- March 14.
 - **Media interested:**
 - *Dallas Morning News*, Mary Ellen Botter

- *H Texas Magazine*, JoAnne Barrett
- **Media confirmed:**
 - *Yachting, Sailing World* - Pierce Hoover
 - *Latitude 38* - Rob Grant
 - *Yachting Matters, Wow Report* - Brooke Cunningham
 - *Sailing Magazine, Dockside Magazine* - Betsy Crowfoot
 - *SAIL Magazine* - Kimball Livingston
- **Diane Selkirk, MORE Canada** – Coordinated with journalist to visit Riviera Nayarit – tour with Vallarta Adventures, swimming with dolphins
- **Yvonne Yeh, NDTV** – MSA coordinating with media for press trip in April
- **Blogger Group Press Trip** – Preliminary outreach and set tentative dates for April 20 through the 24th

Media Highlights:

- David Wilkening, *Travel Mole* – Sent journalist information on Riviera Nayarit for review
- Melanie Haiken, *Freelance* – Journalist is interested to travel to Sayulita; coordinating with media for visit
- Suzanne Gerber, *Travelgirl* – Pitched journalist information on Riviera Nayarit
- Lisa Loverro, *Freelance* – provided journalist with updates on the region
- Laura Del Rosso, *Travel Weekly* – sent journalist press kit materials and new updates on region
- Rachel Ng, *Los Angeles Times* – journalist frequently covers Mexico; MSA pitched editor and sent updated press kit materials and releases
- Lindsey Beitler, *Bridal Guide* – Sent images of Villa Amor
- Tanvi Chheda, *Freelance* – sent journalist info on new developments, hotels and updates in the region for upcoming story

Special Events: Nautical Extravaganza

- Created PDF timeline with highlighted events as a “save the date” media invitation
- Updated plan of action calendar for Nautical Extravaganza
- Translated all releases from Spanish to English for U.S. media distribution
- Reviewed press trip itineraries and updated accordingly
- Monitored coverage resulting from distribution of nautical releases
- Communicated with Yadira Lopez Salas at the Mexico Tourism Board about media outreach and visits
- Social Media; developed a series of “tweets” about upcoming events to post on Twitter and Facebook as of March 1, 2010

Miscellaneous:

- MSA visited Nayarit on February 6th and previewed new developments
- Contacted all CVB hotel partners for Valentine's Day packages
- Daily monitoring of local Nayarit media coverage sent from Rafael Torres
- Provided updated press kit for Toronto media lunch

###

Attachment III

360 - Riviera Nayarit

	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Oct 2009 Sep 2010
Production Charges	187.75						778.75
Travel & Entertainment	2,515.03	717.57				1,634.88	19,069.21
Messenger/Express Mail							89.44
Press Clippings							1,330.00
Publication/Tracking							-
Telephone							-
InHouse - Copies							-
InHouse - Color Copies							-
InHouse - Fax							-
InHouse - Telephone							-
InHouse - Postage							-
On Line Research Fee							-
InHouse - Production							-
On Line Press Release							-
3% Service Fee							-
Total:	2,702.78	717.57	-	-	-	1,634.88	21,267.40
Additional invoice billing							6,244.52
3% Service Fee							
							6,244.52
Grand Total:	2,702.78	717.57	-	-	-	1,634.88	27,511.92

27,511.92

Comments:

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 INFO@CLUBAMERICATRAVEL.COM

PREPARED FOR
DIANE SLAWYCH
 RESERVATION CODE
LBINGU

TRIP TO
NEW YORK JFK, NY
 TRAVEL DATES
Apr 14 - Apr 27

Wednesday Apr 14		YYZ TORONTO ON, CANADA	JFK NEW YORK JFK, NY
AMERICAN AIRLINES AA 4510 OPERATED BY AMERICAN EAGLE	Departing At 10:30am Terminal TERMINAL 3	Arriving At 12:05pm Terminal TERMINAL 8	Frequent Flyer Number
Passenger Name » DIANE SLAWYCH	Seats Check-In Required		
Airline Reservation Code	LBINGU	Duration	01hr(s) :35min(s)
Status	Confirmed	Class	Economy
Aircraft	EMBRAER RJ140 JET	Stops	0
Meals	Food For Purchase	Distance (in Miles)	0352
Smoking	No		

Please verify flight times prior to departure

Tuesday Apr 27		JFK NEW YORK JFK, NY	YYZ TORONTO ON, CANADA
AMERICAN AIRLINES AA 4470 OPERATED BY AMERICAN EAGLE	Departing At 05:05pm Terminal TERMINAL 8	Arriving At 07:30pm Terminal TERMINAL 3	Frequent Flyer Number
Passenger Name » DIANE SLAWYCH	Seats Check-In Required		
Airline Reservation Code	LBINGU	Duration	02hr(s) :25min(s)
Status	Confirmed	Class	Economy
Aircraft	ERJ-135 JET	Stops	0
Meals	Food For Purchase	Distance (in Miles)	0352
Smoking	No		

Please verify flight times prior to departure

Notes

THANK YOU FOR YOUR BUSINESS
 RECONFIRM ALL FLIGHTS 72 HOURS PRIOR TO DEPARTURE
 PLEASE CALL US FOR SEAT ASSIGNMENTS

ALL PROMOTIONAL TICKETS ARE NON-REFUNDABLE
 THIS TICKET IS A NONREFUNDABLE TICKET
 PENALTY APPLICABLE FOR CHANGE / CANCELLATION
 CANCELLATION PENALTY STARTS FROM 200.00USD
 CHARGE USD 200.00 FOR NO-SHOW
 ALL VOID TICKETS ARE SUBJECT TO 35.00 USD PENALTY
 ALL REFUND AND EXCHANGE TICKETS ARE SUBJECT TO
 A 35.00USD PROCESSING FEE...

FREE BAGGAGE ALLOWANCE ON TRANSATLANTIC FLIGHT

YOU CAN CHECK TWO BAGS PER PASSENGER FREE OF CHARGE
WEIGHT 50 POUNDS - 23KG OR LESS
INFANT-1PIECE BAG PLUS 1PIECE OF FULLY COLLAPSIBLE
BABY STROLLER
MAXIMUM WEIGHT AND DIMENSIONS FOR EACH BAG 23KG/115CM
CARRY-ON BAGGAGE ALLOWANCE
1 PIECE 8KG 23X40X55CM

CHECK IN TIME IS 3HRS 30MIN PRIOR TO DEPARTURE

273 - Special Projects

	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Oct 2009 Sep 2010
Production Charges		4,603.21	4,250.00				16,232.21
Travel & Entertainment		9,228.19	1,914.80	4,506.90	961.40		16,617.29
Messenger/Express Mail		458.33					458.33
Press Clippings							805.80
Publication/Tracking							-
Telephone		122.18					122.18
InHouse - Copies							-
InHouse - Color Copies							-
InHouse - Fax							-
InHouse - Telephone							-
InHouse - Postage							-
On Line Research Fee							-
InHouse - Production							-
On Line Press Release							-
3% Service Fee		432.36	184.94	135.21			998.23
Total:	-	14,844.27	6,349.74	4,642.11	-	-	35,234.04
Additional invoice billing							-
3% Service Fee							
Grand Total:	-	14,844.27	6,349.74	4,642.11	-	-	35,234.04

34,272.64

Comments:



Hi, **ROBERT** [if this is not you, [click here](#)] Available TrueBlue points: 0

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On October 22 of last year we began operating out of T5, our brand new, state-of-the-art terminal at New York's JFK International Airport. Learn more at jetblue.com/t5.

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That's it, you're done. Your changes have been confirmed. We told you this would be fast! So what are you going to do now with all the free time? We suggest you take a minute to click on the 'PRINT CONFIRMATION' button at the bottom of this page and print this page for your records.

Booking date: Tuesday, Jan 19, 2010

Confirmation Number: **O7DKLG**

Reservation Status: **CONFIRMED**

You will need to provide this confirmation number and government issued I.D. at check-in to receive your boarding pass.

If traveling on an international flight please check your international documentation requirements.

From New York City (JFK) to Aruba (AUA)

Thursday, Feb 04, 2010 Flight 755 From New York City (JFK) at 7:00 AM and arrive in Aruba (AUA) at 12:40 PM

From Aruba (AUA) to New York City (JFK)

Sunday, Feb 07, 2010 Flight 758 From Aruba (AUA) at 5:40 PM and arrive in New York City (JFK) at 9:26 PM

MIRUNA SEITAN
747 THIRD AVENUE
FL 23
NEW YORK NY 10017
UNITED STATES

miruna@msilver-pr.com

(Tel)2127546500

2 Passengers

Adult 1: Robert Einhorn
Adult 2: Heidi Patalano

Flight 1: \$ 748.00 USD
Flight 2: \$ 348.00 USD
Taxes \$ 177.40 USD
Total price \$ 1,273.40 USD

Payment via Credit Card

Payment Status:
Form of payment:
Cardholder name:
Card Number:
Payment amount:

CONFIRMED
American Express
MARK ADAMS
XXXXXXXXXXXX100
\$ 1,273.40 USD

New York City (JFK) to Aruba (AUA)
Robert Einhorn
Heidi Patalano

Seat 13A
Seat 16E

Flight 755

Aruba (AUA) to New York City (JFK)
Robert Einhorn
Heidi Patalano

Seat 13F
Seat 18C

Flight 758

Fare Restrictions:

- This fare is nonrefundable and name changes are not permitted.
- Reservations made with this fare may be changed or canceled at jetblue.com or by calling 1-800-JETBLUE (538-2583) prior to scheduled departure for a fee of \$100 per person plus any applicable difference in airfare. Any remaining balance will be placed in a JetBlue credit and may be applied toward a future reservation for one year. Customers with hearing or speech impairments can call our toll-free TTY/TDD telephone number, 1-800-336-5530.
- If a reservation made with this fare is not changed or canceled prior to scheduled departure, all money associated with this fare is forfeited.
- This fare is capacity controlled. Seats offered at this fare are limited and may not be available on all flights.
- All fares are subject to change until purchased.

Conditions of Contract:

All travel on JetBlue, whether it is domestic or international travel, is subject to JetBlue's Contract of Carriage, the terms of which are incorporated herein by reference. International travel may also be subject to JetBlue's international passenger rules tariffs on file with the U.S. and other governments, and, where applicable, the Montreal Convention or the Warsaw Convention and its amendments and special contracts. Incorporated terms include, but are not restricted to: 1. Liability limitations for baggage, including special rules for fragile and perishable goods and the availability of excess valuation. 2. Liability limitations for personal injury or death. 3. Claims restrictions, including time periods within which passengers must file a claim or bring an action against JetBlue. 4. Rights of JetBlue to change the terms of contract. 5. Rules on reservations, check-in, and refusal to carry. 6. JetBlue's rights and limits on its liability for delay or failure to perform service, including schedule changes, substitution of aircraft or alternate air carriers, and rerouting. 7. Non-refundability of reservations. 8. The Contract of Carriage and tariffs may be inspected at all JetBlue airport customer service counters, and upon request you have the right to receive by mail a copy of the full text of the Contract of Carriage or tariffs. Additional information on items one through seven can be obtained on JetBlue's website at or at any U.S. location where JetBlue transportation is sold.



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Note: This is not your receipt. You will be receiving your itinerary confirmation along with your receipt soon. You may print your Itinerary & Receipt directly from AA.com once the status is updated from "Purchased" to "Ticketed".

Reservation Details

Record Locator CQFHPX Your record locator is your reservation confirmation number and will be needed to retrieve or reference your reservation.	Status Purchased	Reservation Name YYZ/BOS
---	-----------------------------------	---

Your Itinerary

Carrier	Flight Number	Departing		Arriving		Cabin	Seats
		City	Date & Time	City	Date & Time	Booking Code	
AA AMERICAN AIRLINES OPERATED BY AMERICAN EAGLE	4539	YYZ Toronto	Feb 04, 2010 06:45 AM	BOS Boston	Feb 04, 2010 08:30 AM	Economy N	7C
AA AMERICAN AIRLINES	1013	BOS Boston	Feb 04, 2010 10:25 AM	AUA Aruba	Feb 04, 2010 04:10 PM	Economy N	unassigned
AA AMERICAN AIRLINES	1728	AUA Aruba	Feb 07, 2010 04:15 PM	MIA Miami	Feb 07, 2010 06:25 PM	Economy K	23F
AA AMERICAN AIRLINES	646	MIA Miami	Feb 07, 2010 08:50 PM	YYZ Toronto	Feb 07, 2010 11:59 PM	Economy K	unassigned

Fare Summary

Average Fare per Person - 798.00 USD			
Passenger Type Used in Pricing	Fare per Person	Additional Taxes and Fees per Person	Total Price
1 Adult	798.00 USD	116.50 USD	914.50 USD
Total Price			914.50 USD

Summary Details

Credit Card Information

Card Type:	AMERICAN EXPRESS
Account #:	**** * 1004
Expiration Date:	*****
Description:	

Delivery Information

E-Ticket E-MAIL:	ROBERT@MSILVER-PR.COM
------------------	-----------------------

Passenger Summary

Passenger Name(s)	Frequent Flyer Number	Program
(1) REBECCA STEVENSON		

Contact Information

Email Address:	ROBERT@MSILVER-PR.COM
Business ExtrAA Account Number: 793532	

Upgrade Reservation

Flight Number	Departing	Arriving	500-mile Upgrades Required per Person	Request Upgrade?
500-mile Upgrades may be purchased at the airport or at a discount when purchased online.				

Reminder:

- If your itinerary contains international flights, it is the sole responsibility of each passenger in the itinerary to have the proper documents for entry/re-entry into a country. To obtain documentation requirements, contact the embassy or consulate of all countries involved in your itinerary, including all countries in which you may be transiting. You can also contact your international carrier(s) for further information on documentation requirements, embargoes, travel advisories and/or additional requirements that may apply to the country or countries in your itinerary. Passengers will need to present Itinerary and Receipt (I & R) to an immigration officer upon request.
- Some fares purchased on AAdvantage participating airlines are not eligible for mileage accrual. View eligible booking codes and mileage accrual rates by airlines at www.aa.com/participantairlines.
- American Airlines will restrict boarding pass issuance when any uncollected Change Fees involving an itinerary change exist. To avoid any inconvenience to you, we encourage you to satisfy Change Fee collection with Reservations or your travel agent at the time the itinerary change is made.
- To expedite check-in, gate locations at airports will accept credit cards only. Passengers with Electronic tickets on international flights will need to present the Itinerary and Receipt (I & R) to an immigration officer upon request. If your I & R are not received by mail or post prior to departure, you will need to request one in person at the ticket counter.
- Many common items used every day in the home or workplace may be considered dangerous when transported in baggage by air. You must declare your dangerous goods to the airline. Failure to do so violates U.S. Federal Law.

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Print

[Close](#)

Confirmation code: FF2SW5

Date issued: Friday, January 15, 2010



Scan at any US Airways kiosk to check in.

Trip details

Depart: Toronto, Canada **Aruba, Aruba** **Date:** Thursday, 04 February 2010

Flight #	Depart	Arrive	Travel time	Meal	Aircraft	Cabin	Seats
1961	6:25 AM YYZ	8:36 AM CLT	2h 11m	None	737-400	Coach (T)	19F
Stop: Change plane							
871	11:31 AM CLT	4:29 PM AUA	3h 58m	<u>In-flight Café</u>	757-200	Coach (T)	

Return: Aruba, Aruba **Toronto, Canada** **Date:** Sunday, 07 February 2010

Flight #	Depart	Arrive	Travel time	Meal	Aircraft	Cabin	Seats
854	2:30 PM AUA	6:14 PM PHL	4h 44m	<u>In-flight Café</u>	A320	Coach (V)	
Stop: Change plane							
3298	8:30 PM PHL	10:06 PM YYZ	1h 36m	None	E175	Coach (V)	11F

US Airways

Flight operated by Republic Airlines doing business as US Airways Express

Passenger summary

Passenger name	Frequent flyer # (Airline)	Ticket #	Special needs?
ELIZABETH SARDI	None listed	03723758481461	

Day of departure phone 416-947-2491

Email for receipt robert@msilver-pr.com

Ticketing terms & conditions

- Ticket is non-transferable.
- Ticket is non-refundable.
- Unused tickets must be cancelled on the date of departure to retain value.
- Any change to this reservation (including flight, dates, or cities) is subject to a \$140.30 (150.00 CAD) change fee per passenger. The new itinerary will be priced at the lowest available published fare at the time of change, which may result in a fare increase.
- Customers traveling to international destinations can review our [International Travel Advisements](#) for information regarding required documentation and baggage limitations.
- Ticket expires one year from original date of issue. Unflown value expires one year from original date of issue.
- [Checked baggage fees may apply](#)
- Air transportation on US Airways is subject to the US Airways Contract of Carriage. [View this document](#) in PDF format.
- Security regulations may require us to disclose to government agencies the data you provide to us in connection with this reservation.

Total travel cost (1 passenger)

1 adult	\$698.94
Taxes and fees	\$115.81
Fare total	\$814.75 Non-refundable
Total	\$814.75
Canadian Dollars:	842.78 CAD*

USAirways | Print or View Trip Details

- Changes to the country of origin are not permitted, except for changes between the United States and U.S. territories.

↳ Charged to Mark Adams

*****1004 (American Express)

* Your credit card will be charged in US dollars. The foreign equivalent may vary on your bank statement based upon the exchange rate.

NSD/CES/REGISTRATION UNIT
2010 AUG 31 AM 11:24

844 - Singapore Tourism Board

	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Oct 2009 Sep 2010
Production Charges	206.00		1,694.42				3,694.55
Travel & Entertainment	759.66	1,115.67	996.09	106.85	2,765.25	332.12	9,930.69
Messenger/Express Mail	342.02	250.00	130.00	11.00	11.00	81.86	1,465.88
Press Clippings	1,084.04	860.67	1,077.79	1,165.22	309.42	688.35	10,698.66
Publication/Tracking				14.48			45.42
Telephone	62.78		213.79	493.63			1,042.46
InHouse - Copies	64.90	80.00	45.50	48.50	48.80	45.50	553.20
InHouse - Color Copies	23.00	30.00	19.00	44.00	68.50	390.00	631.50
InHouse - Fax							3.00
InHouse - Telephone	308.31	460.00	313.86	316.75	320.53	321.64	3,056.78
InHouse - Postage	0.78	10.00				5.69	46.98
On Line Research Fee	150.00	150.00	150.00	150.00	150.00	150.00	1,500.00
InHouse - Production	20.00	20.00	65.00	390.00	15.00	10.00	675.00
On Line Press Release			375.00	125.00		125.00	1,000.00
3% Service Fee							53.82
Total:	3,021.49	2,976.34	5,080.45	2,865.43	3,688.50	2,150.16	34,397.94
Additional invoice billing		197,425.45	17,018.60	23,157.63	786.00	3,896.61	245,312.50
3% Service Fee							
	-	197,425.45	17,018.60	23,157.63	786.00	3,896.61	245,312.50
Grand Total:	3,021.49	200,401.79	22,099.05	26,023.06	4,474.50	6,046.77	279,710.44

279,710.44

Comments:

Tuesday, 26JAN 2010 05:16 PM EST

Passengers: GARY FEBLOWITZ

Vanguard Record Locator: NHABAH

Agent: Camille Riggs criggs@vanguard-travel.com or 763-225-8744

[Click here](#) for additional web enabled features.

Please go to Vanguard-Travel.com for the following:

Profile forms

Passport Information

Customer Survey

Travel advisories

Travel news

AIR	Monday, 8FEB 2010		
Delta Air Lines	Flight Number: 0619	Class: Q-Coach/Economy	
From: Minneapolis St PI MN, USA	Depart: 12:40 PM		
To: Tokyo Narita, Japan	Arrive: 04:25 PM 9FEB		
Stops: 0	Duration: 12 hour(s) 45 minute(s)		
Seats: 25A	Status: CONFIRMED	Miles: 5953	
Equipment: Boeing 747 Jet	MEAL: DINNER		
DEPARTS MSP L - ARRIVES NRT 1			
Frequent Flyer Number: DL6302115297.1 -			
Frequent Flyer Number: DL6302115297.1 -			
FLIGHT TIME 12 HRS 45 MINS. AIR MILES 5953.			
Delta Air Lines Confirmation number is P1F0JG			

AIR	Sunday, 14FEB 2010		
Delta Air Lines	Flight Number: 0619	Class: Q-Coach/Economy	
From: Tokyo Narita, Japan	Depart: 05:55 PM		
To: Singapore, Singapore	Arrive: 12:55 AM 15FEB		
Stops: 0	Duration: 8 hour(s) 0 minute(s)		
Seats: 11J	Status: CONFIRMED	Miles: 3312	
Equipment: Airbus Jet	MEAL: DINNER		
DEPARTS NRT 1 - ARRIVES SIN 1			
Frequent Flyer Number: DL6302115297.1 -			
Frequent Flyer Number: DL6302115297.1 -			
FLIGHT TIME 12 HRS 45 MINS. AIR MILES 5953.			
Delta Air Lines Confirmation number is P1F0JG			

AIR	Friday, 19FEB 2010		
Delta Air Lines	Flight Number: 0620	Class: Q-Coach/Economy	
From: Singapore, Singapore	Depart: 05:50 AM		
To: Minneapolis St PI MN, USA	Arrive: 10:40 AM		
Stops: 1	Duration: 17 hour(s) 40 minute(s)		

Tokyo Narita, Japan
Seats: 14J, 28K
Equipment: @744
DEPARTS SIN 1 - ARRIVES MSP 1
Frequent Flyer Number: DL6302115297.1 -

Frequent Flyer Number: DL6302115297.1 -
Delta Air Lines Confirmation number is P1F0JG

Status: CONFIRMED
MEAL: BREAKFAST

Miles: 9180

Click here 24 hours in advance to get boarding passes on these carriers:

[Delta](#)

For toll free emergency international assistance in Japan call 001-800-2980-2980
For toll free emergency international assistance in Singapore call 001-800-2980-2980

**** ELECTRONIC INVOICE 828233 26JAN ****
TICKET 0067462672951 FARE 1492.40
DOCUMENT NBR 8900511506177 SERVICE FEE \$ 45.00
AMOUNT TO EXPENSE 1537.40 CHARGED TO AX...4013
*** THIS IS AN ELECTRONIC TICKET ***

PLEASE GO TO WWW.VANGUARD-TRAVEL.COM
TO REVIEW INTERNATIONAL TRAVEL WARNINGS
INTERNATIONAL FLIGHTS ARRIVE AND DEPART
FROM THE MAIN TERMINAL IN MPLS/ST PAUL
RECONFIRM INTL FLIGHTS 72HRS PRIOR TO TRAVEL
INTL FLTS REQUIRE CHECK-IN 2HOURS PRIOR TO DEPARTURE
INTL PASSENGERS ARE PERMITTED 3 PIECES OF LUGGAGE
TWO CHECKED BAGS AND ONE CARRY-ON BAG
AIRLINES MAY CHARGE FOR CHECKED BAGS
BE PREPARED TO GIVE EMERGENCY CONTACT INFORMATION

INTERNATIONAL TRAVEL ENTRY REQUIRMENTS

YOU MUST HAVE A VALID PASSPORT TO ENTER JAPAN

TICKET INFORMATION

...TICKET PRICE-\$1492.40
...SERVICE FEE-\$ 45.00
..INVOICE TOTAL-\$1537.40

TICKET SUMMARY

TKT NUMBER- 0067462672951.....TICKET PRICE-\$ 1492.40
.....SERVICE FEE-\$ 45.00
.....INVOICE TOTAL-\$1537.40
.....EXPENSE INVOICE TOTAL-\$1537.40

*** MOST TICKETS ARE NON-REFUNDABLE ***

Changes to the itinerary may result in a change fee and/or increase in airfare.

Most airlines require that reservations be canceled prior to departure of the first flight or the ticket will have no value.

Airlines may charge a fee for checked baggage.

*** OFFICE HOURS 730AM-600PM CST M-F

VANGUARD 763-225-8730 OR 1-800-783-6028

After hours emergencies 1-888-595-1871/ID Code Z5Y

Photo I.D. required at check in for all flights.

**** RECOMMENDATIONS ****

Arrive at airport 75 mins. Prior to domestic departures

Arrive at airport 2 hrs. prior to international departures

Tuesday, 26JAN 2010 05:17 PM EST

Passengers: JEANNE LYNN HEDDEN GALLAGHER

Vanguard Record Locator: NG55Y8

Agent: Camille Riggs criggs@vanguard-travel.com or 763-225-8744

[Click here](#) for additional web enabled features.

Please go to Vanguard-Travel.com for the following:

Profile forms

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Customer Survey

Travel advisories

Travel news

AIR	Monday, 8FEB 2010	
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<p>Delta Air Lines From: Minneapolis St PI MN, USA To: Tokyo Narita, Japan Stops: 0 Seats: 28D Equipment: Boeing 747 Jet DEPARTS MSP L - ARRIVES NRT 1 Frequent Flyer Number: DL2144095847 - FLIGHT TIME 12 HRS 45 MINS. AIR MILES 5953. Delta Air Lines Confirmation number is P079V0</p>	<p>Flight Number: 0619 Class: Q-Coach/Economy Depart: 12:40 PM Arrive: 04:25 PM 9FEB Duration: 12 hour(s) 45 minute(s) Status: CONFIRMED MEAL: DINNER Miles: 5953</p>
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AIR	Sunday, 14FEB 2010	
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<p>Delta Air Lines From: Tokyo Narita, Japan To: Singapore, Singapore Stops: 0 Seats: 16C Equipment: Airbus Jet DEPARTS NRT 1 - ARRIVES SIN 1 Frequent Flyer Number: DL2144095847 - FLIGHT TIME 12 HRS 45 MINS. AIR MILES 5953. Delta Air Lines Confirmation number is P079V0</p>	<p>Flight Number: 0619 Class: Q-Coach/Economy Depart: 05:55 PM Arrive: 12:55 AM 15FEB Duration: 8 hour(s) 0 minute(s) Status: CONFIRMED MEAL: DINNER Miles: 3312</p>
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AIR	Friday, 19FEB 2010	
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<p>Delta Air Lines From: Singapore, Singapore To: Minneapolis St PI MN, USA Stops: 1 Tokyo Narita, Japan Seats: 15D, 28H Equipment: @744</p>	<p>Flight Number: 0620 Class: Q-Coach/Economy Depart: 05:50 AM Arrive: 10:40 AM Duration: 17 hour(s) 40 minute(s) Status: CONFIRMED MEAL: BREAKFAST Miles: 9180</p>
---	--

DEPARTS SIN 1 - ARRIVES MSP 1
Frequent Flyer Number: DL2144095847 -
FLIGHT TIME 6 HRS 50 MINS. AIR MILES 3312.
Delta Air Lines Confirmation number is P079V0

Click here 24 hours in advance to get boarding passes on these carriers:

[Delta](#)

For toll free emergency international assistance in Japan call 001-800-2980-2980
For toll free emergency international assistance in Singapore call 001-800-2980-2980

**** ELECTRONIC INVOICE 828235 26JAN ****
TICKET 0067462672953 FARE 1492.40
DOCUMENT NBR 8900511506179 SERVICE FEE \$ 45.00
AMOUNT TO EXPENSE 1537.40 CHARGED TO AX...4013
*** THIS IS AN ELECTRONIC TICKET ***

YOUR DELTA CONFIRMATION NUMBER IS *P079V0*
PLEASE GO TO WWW.VANGUARD-TRAVEL.COM
TO REVIEW INTERNATIONAL TRAVEL WARNINGS
INTERNATIONAL FLIGHTS ARRIVE AND DEPART
FROM THE MAIN TERMINAL IN MPLS/ST PAUL
RECONFIRM INTL FLIGHTS 72HRS PRIOR TO TRAVEL
INTL FLTS REQUIRE CHECK-IN 2HOURS PRIOR TO DEPARTURE
INTL PASSENGERS ARE PERMITTED 3 PIECES OF LUGGAGE
TWO CHECKED BAGS AND ONE CARRY-ON BAG
AIRLINES MAY CHARGE FOR CHECKED BAGS
BE PREPARED TO GIVE EMERGENCY CONTACT INFORMATION

TICKET INFORMATION

...TICKET PRICE-\$1492.40
...SERVICE FEE-\$ 45.00
..INVOICE TOTAL-\$1537.40

TICKET SUMMARY

TKT NUMBER- 0067462672953.....TICKET PRICE-\$ 1492.40
.....SERVICE FEE-\$ 45.00
.....INVOICE TOTAL-\$1537.40
.....EXPENSE INVOICE TOTAL-\$1537.40

*** MOST TICKETS ARE NON-REFUNDABLE ***

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Most airlines require that reservations be canceled prior to departure of the first flight or the ticket will have no value.

Airlines may charge a fee for checked baggage.

*** OFFICE HOURS 730AM-600PM CST M-F

VANGUARD 763-225-8730 OR 1-800-783-6028

After hours emergencies 1-888-595-1871/ID Code Z5Y

Photo I.D. required at check in for all flights.

**** RECOMMENDATIONS ****

Arrive at airport 75 mins. Prior to domestic departures

Arrive at airport 2 hrs. prior to international departures

Tuesday, 26JAN 2010 05:16 PM EST

Passengers: JAMES HANSON

Vanguard Record Locator: 3HAASC

Agent: Camille Riggs criggs@vanguard-travel.com or 763-225-8744

[Click here](#) for additional web enabled features.

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Travel advisories

Travel news

AIR	Monday, 8FEB 2010	
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Delta Air Lines	Flight Number: 0619	Class: Q-Coach/Economy
From: Minneapolis St PI MN, USA	Depart: 12:40 PM	
To: Tokyo Narita, Japan	Arrive: 04:25 PM 9FEB	
Stops: 0	Duration: 12 hour(s) 45 minute(s)	
Seats: 27G	Status: CONFIRMED	Miles: 5953
Equipment: Boeing 747 Jet	MEAL: DINNER	
DEPARTS MSP L - ARRIVES NRT 1		
Frequent Flyer Number: DL6563903522 -		
FLIGHT TIME 12 HRS 45 MINS. AIR MILES 5953.		
Delta Air Lines Confirmation number is P1E9G9		

AIR	Sunday, 14FEB 2010	
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Delta Air Lines	Flight Number: 0619	Class: Q-Coach/Economy
From: Tokyo Narita, Japan	Depart: 05:55 PM	
To: Singapore, Singapore	Arrive: 12:55 AM 15FEB	
Stops: 0	Duration: 8 hour(s) 0 minute(s)	
Seats: 15G	Status: CONFIRMED	Miles: 3312
Equipment: Airbus Jet	MEAL: DINNER	
DEPARTS NRT 1 - ARRIVES SIN 1		
Frequent Flyer Number: DL6563903522 -		
FLIGHT TIME 12 HRS 45 MINS. AIR MILES 5953.		
Delta Air Lines Confirmation number is P1E9G9		

AIR	Friday, 19FEB 2010	
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Delta Air Lines	Flight Number: 0620	Class: Q-Coach/Economy
From: Singapore, Singapore	Depart: 05:50 AM	
To: Minneapolis St PI MN, USA	Arrive: 10:40 AM	
Stops: 1	Duration: 17 hour(s) 40 minute(s)	
Tokyo Narita, Japan	Status: CONFIRMED	Miles: 9180
Seats: 14H, 28G	MEAL: BREAKFAST	
Equipment: @744		

DEPARTS SIN 1 - ARRIVES MSP 1
Frequent Flyer Number: DL6563903522 -
Delta Air Lines Confirmation number is P1E9G9

Click here 24 hours in advance to get boarding passes on these carriers:

Delta

For toll free emergency international assistance in Japan call 001-800-2980-2980
For toll free emergency international assistance in Singapore call 001-800-2980-2980

**** ELECTRONIC INVOICE 828234 26JAN ****
TICKET 0067462672952 FARE 1492.40
DOCUMENT NBR 8900511506178 SERVICE FEE \$ 45.00
AMOUNT TO EXPENSE 1537.40 CHARGED TO AX...4013
*** THIS IS AN ELECTRONIC TICKET ***

PLEASE GO TO WWW.VANGUARD-TRAVEL.COM
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INTL FLTS REQUIRE CHECK-IN 2HOURS PRIOR TO DEPARTURE
BE PREPARED TO GIVE EMERGENCY CONTACT INFORMATION

INTERNATIONAL TRAVEL ENTRY REQUIRMENTS

YOU MUST HAVE A VALID PASSPORT TO ENTER JAPAN

TICKETS ARE NON-REFUNDABLE PENALTIES AND RESTRICTIONS
APPLY TO CHANGES
\$250.00 PENALTY TO CANCEL TICKETS
YOUR DELTA CONFIRMATION NUMBER IS *P1E9G9*
PLEASE GO TO WWW.VANGUARD-TRAVEL.COM
TO REVIEW INTERNATIONAL TRAVEL WARNINGS
INTERNATIONAL FLIGHTS ARRIVE AND DEPART
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TICKET INFORMATION

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...SERVICE FEE-\$ 45.00
..INVOICE TOTAL-\$1537.40

TICKET SUMMARY

TKT NUMBER- 0067462672952.....TICKET PRICE-\$ 1492.40
.....SERVICE FEE-\$ 45.00
.....INVOICE TOTAL-\$1537.40
.....EXPENSE INVOICE TOTAL-\$1537.40

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Airlines may charge a fee for checked baggage.

*** OFFICE HOURS 730AM-600PM CST M-F

VANGUARD 763-225-8730 OR 1-800-783-6028

After hours emergencies 1-888-595-1871/ID Code Z5Y

Photo I.D. required at check in for all flights.

**** RECOMMENDATIONS ****

Arrive at airport 75 mins. Prior to domestic departures

Arrive at airport 2 hrs. prior to international departures

399 - Via Rail

	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Oct 2009 Sep 2010
Production Charges							-
Travel & Entertainment	407.50		607.58	209.59	451.87	129.42	2,749.29
Messenger/Express Mail							-
Press Clippings							-
Publication/Tracking							-
Telephone						59.82	59.82
InHouse - Copies	46.00	59.80	47.00	45.00	47.00	46.00	453.80
InHouse - Color Copies	25.00	30.00	19.50	19.00	51.00	27.50	229.00
InHouse - Fax		1.00					1.00
InHouse - Telephone	320.85	325.08	326.89	331.12	334.14	335.35	3,250.79
InHouse - Postage	2.24				39.38		42.62
On Line Research Fee	150.00	150.00	150.00	150.00	150.00	150.00	1,500.00
InHouse - Production							-
On Line Press Release		250.00	250.00		125.00	250.00	1,000.00
3% Service Fee	28.55	24.48	42.03	22.64	35.95	29.94	278.59
Total:	980.14	840.36	1,443.00	777.35	1,234.34	1,028.03	9,564.91
Additional invoice billing	600.00						600.00
3% Service Fee	-						
	600.00	-	-	-	-	-	600.00
Grand Total:	1,580.14	840.36	1,443.00	777.35	1,234.34	1,028.03	10,164.91

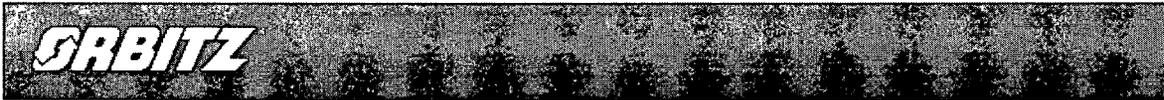
10,164.91

Comments:

MSD/CES/REGISTRATION UNIT
2010 AUG 31 AM 11:24

Lane, Lauren

From: Orbitz [travelercare@orbitz.com]
Sent: Wednesday, June 02, 2010 4:28 PM
To: Lane, Lauren
Subject: Your Itinerary



This message has been sent from Orbitz.com

Montreal 6/27/10

This trip includes flights
Reservation Made: 06/02/10

Flight reservation

Orbitz record locator: AP110101NZ2IS9E6
Airline record locator: Air Canada - KIU6U5
Delta Air Lines - QQU7PX
Ticket numbers: not yet available
Total flight cost: \$451.87 USD

Price Assurance: Get an automatic **Price Assurance cash refund** if another customer books the same flights at a lower price.

Traveler(s) **Frequent flier details**
LAUREN LANE

Flight 1: Sunday, June 27, 2010

Air Canada 8671 Economy | Canadair Regional Jet (CRJ) | 1hr 25min | 338 miles
Operated by: JAZZ. Please check in with the operating carrier.
Depart: **12:35pm New York, NY** New York La Guardia (LGA)
Arrive: **2:00pm Montreal, Canada** Montreal Pierre Elliott Trudeau (YUL)
Your flight is confirmed. The airline is assigning seats at check-in **choose seats**

Flight 2: Friday, July 2, 2010

Delta Air Lines 6388 Economy | Canadair Regional Jet (CRJ) | 2hr 6min | 602 miles
Operated by: COMAIR DBA DELTA CONNECTION. Please check in with the operating carrier.
Depart: **3:08pm Halifax, Canada** Halifax International (YHZ)
Arrive: **4:14pm New York, NY** New York La Guardia (LGA)
Your flight is confirmed. The airline is assigning seats at check-in **choose seats**
This flight departs from a different airport.

Additional flight information

The ticket type for this reservation is an e-ticket. No ticket will be mailed to you.

Important fare notes

There is a change of airports at the destination.*
This ticket has advance-purchase restrictions.*
This ticket is non-refundable.*

Changes to this ticket will incur **change fees**.
This is an international trip requiring special travel documentation for each traveler.
Please read the **fare rules** and the ticket for more information.

Cost summary and billing information

Flight cost summary

Airfare, LAUREN LANE (Adult)	\$444.88
Total service fee:	\$6.99

Total trip cost **\$451.87 USD**

Price Assurance: Get an automatic **Price Assurance cash refund** if another customer books the same flights at a lower price.

Billing information

Card holder's Name:
MARK E ADAMS

Card type:
American Express

Card number:
xxxxxxxxxx1004



Generated: May 26, 2010 02:10 PM

ATCO Travel Ltd
1243 McKnight Blvd NE
Calgary, AB T2E 5T2

Travel Arrangements for : **MS MARY LOUISE LAFFEY**

Travel Arranger: JANE
Reporting Field #1: 1105
Reporting Field #2: 09001.3013.5350

ATCO Record Locator: WPT37A

Travel Details

Sunday June 27, 2010

Flight Information

Airline	AIR CANADA OPERATED BY JAZZ	Flight #	8654
Origin	Chicago O'Hare, IL	Destination	Montreal Trudeau , CANADA
Departing	1:20 PM	Arriving	4:21 PM
Seat	Unassigned	Class	Economy
Meal Service	Food to purchase	Aircraft Type	Canadair regionaljet
Flight Duration	2 hours 1 minute		
Departure Terminal	TERMINAL 2		
SEAT 3D CONFIRMED			
RECORD LOCATOR NZABIR			

Travel Details

Friday July 2, 2010

Flight Information

Airline	AIR CANADA	Flight #	669
Origin	Halifax NS, CANADA	Destination	Montreal Trudeau , CANADA
Departing	5:15 PM	Arriving	5:49 PM
Seat	Unassigned	Class	Economy
Meal Service	Food to purchase	Aircraft Type	Airbus a320
Flight Duration	1 hour 34 minutes		
SEAT 20D CONFIRMED			
RECORD LOCATOR NZP5EZ			

Flight Information

Airline	AIR CANADA	Flight #	525
Origin	Montreal Trudeau , CANADA	Destination	Chicago O'Hare, IL
Departing	7:55 PM	Arriving	9:11 PM
Seat	Unassigned	Class	Economy
Meal Service	Food to purchase	Aircraft Type	E75
Flight Duration	2 hours 16 minutes		
Arrival Terminal	TERMINAL 2		
SEAT 19D CONFIRMED			
RECORD LOCATOR NZP5EZ			

Additional Information

YOU ARE REQUIRED TO CHECK IN A MINIMUM OF 2 HOURS
 PRIOR TO DEPARTURE FOR TRAVEL TO/FROM CANADA
 VALID PASSPORT IS REQUIRED FOR TRAVEL
 ATCO TRAVELS PRIVACY COMMITMENT IS AVAILABLE AT WWW.ATCOTRAVEL.COM
 VALID PASSPORT REQUIRED FOR ENTRY INTO CANADA
 TICKET IS NON-TRANSFERABLE
 TICKET IS NON-REFUNDABLE
 CHANGE FEE PER DIRECTION \$ 75.00 PLUS TAXES AND ANY FARE DIFFERENCE
 OFFICE HOURS MONDAY-FRIDAY 800A-500PM MST 1-800-661-9762
 WHEN CALLING THE 24 HOUR EMERGENCY TRAVEL CENTER
 PLEASE QUOTE YOUR EMERGENCY ACCESS CODE A2B0Y
 WHEN CALLING WITHIN NORTH AMERICA 1-800-676-0383
 WHILE OVERSEAS PLEASE CALL 1-516-624-3194
 TOLL FREE DIRECTORY *CONTACT US* AT WWW.ATCOTRAVEL.COM

Ticket / Service Information

Date of Charge	26MAY10		
Type of Charge	Air Charge		
Airline Code	AIR CANADA	<u>DESCRIPTION</u>	<u>DETAILS</u>
		Ticket Number	0142183551083
		Invoice Number	1217931
		Base Fare	220.00
		GST/HST	0.00
		Other TAX	24.42
		Total Ticket Amount	244.42

Date of Charge	26MAY10		
Type of Charge	Air Charge		
Airline Code	AIR CANADA	<u>DESCRIPTION</u>	<u>DETAILS</u>
		Ticket Number	0142183551640
		Invoice Number	1217931
		Base Fare	225.50
		GST/HST	11.88
		Other TAX	56.81
		Total Ticket Amount	294.19

Date of Charge	26MAY10		
Type of Charge	Service Fee		
Airline Code	SERVICE FEE	<u>DESCRIPTION</u>	<u>DETAILS</u>
		Ticket Number	9540006700000
		Invoice Number	1217931
		Base Fare	45.00
		GST/HST	2.25
		Other TAX	0.00
		Total Ticket Amount	47.25

Total Charges for Trip 585.86



Generated: June 4, 2010 02:00 PM

ATCO Travel Ltd
1243 McKnight Blvd NE
Calgary, AB T2E 5T2

Travel Arrangements for : **MR PETER MANDEL**

Travel Arranger: JANE
Reporting Field #1: 1105
Reporting Field #2: 09001.3013.5350

ATCO Record Locator: X7FM24

Travel Details

Sunday June 27, 2010

Flight Information

Airline	AIR CANADA OPERATED BY JAZZ	Flight #	7685
Origin	Boston, MA	Destination	Montreal Trudeau , CANADA
Departing	1:25 PM	Arriving	2:33 PM
Seat	Unassigned	Class	Coach
Meal Service	No Meal Service	Aircraft Type	Canadair regionaljet
Flight Duration	1 hour 8 minutes		
Departure Terminal	TERMINAL B		
SEAT 4D CONFIRMED			
RECORD LOCATOR MHCCGM			

Travel Details

Friday July 2, 2010

Flight Information

Airline	AIR CANADA OPERATED BY JAZZ	Flight #	8895
Origin	Halifax NS, CANADA	Destination	Boston, MA
Departing	4:40 PM	Arriving	5:10 PM
Seat	Unassigned	Class	Coach
Meal Service	No Meal Service	Aircraft Type	Canadair regionaljet
Flight Duration	1 hour 30 minutes		
Arrival Terminal	TERMINAL B		
SEAT 3D CONFIRMED			
RECORD LOCATOR MHPFIZ			

Additional Information

YOU ARE REQUIRED TO CHECK IN A MINIMUM OF 2 HOURS
PRIOR TO DEPARTURE FOR TRAVEL TO/FROM CANADA
VALID PASSPORT IS REQUIRED FOR TRAVEL
ATCO TRAVELS PRIVACY COMMITMENT IS AVAILABLE AT WWW.ATCOTRAVEL.COM
VALID PASSPORT REQUIRED FOR ENTRY INTO CANADA
TICKET IS NON-TRANSFERABLE
TICKET IS NON-REFUNDABLE
CHANGE FEE PER DIRECTION \$ 75.00 PLUS TAXES AND ANY FARE DIFFERENCE
OFFICE HOURS MONDAY-FRIDAY 800A-500PM MST 1-800-661-9762
WHEN CALLING THE 24 HOUR EMERGENCY TRAVEL CENTER
PLEASE QUOTE YOUR EMERGENCY ACCESS CODE A2B0Y
WHEN CALLING WITHIN NORTH AMERICA 1-800-676-0383
WHILE OVERSEAS PLEASE CALL 1-516-624-3194
TOLL FREE DIRECTORY *CONTACT US* AT WWW.ATCOTRAVEL.COM

Ticket / Service Information

Date of Charge	04JUN10		
Type of Charge	Air Charge		
Airline Code	AIR CANADA	<u>DESCRIPTION</u>	<u>DETAILS</u>
		Ticket Number	0142183849982
		Invoice Number	1218441
		Base Fare	206.00
		GST/HST	0.00
		Other TAX	24.24
		Total Ticket Amount	230.24

Date of Charge	04JUN10		
Type of Charge	Air Charge		
Airline Code	AIR CANADA	<u>DESCRIPTION</u>	<u>DETAILS</u>
		Ticket Number	0142183850369
		Invoice Number	1218441
		Base Fare	192.50
		GST/HST	10.23
		Other TAX	56.60
		Total Ticket Amount	259.33

Date of Charge	04JUN10		
Type of Charge	Service Fee		
Airline Code	SERVICE FEE	<u>DESCRIPTION</u>	<u>DETAILS</u>
		Ticket Number	9540006700379
		Invoice Number	1218441
		Base Fare	45.00
		GST/HST	2.25
		Other TAX	0.00
		Total Ticket Amount	47.25

Total Charges for Trip	536.82
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Generated: May 20, 2010 04:08 PM

ATCO Travel Ltd
1243 McKnight Blvd NE
Calgary, AB T2E 5T2

Travel Arrangements for : **MR TOM HADZIYIANIS**

Travel Arranger: JANE
Reporting Field #1: 1105
Reporting Field #2: 09001.3013.5350

ATCO Record Locator: X9DC40

Airline Record Locators

Airline Reference	Carrier
QPBOKT	DELTA AIR LINES

Travel Details

Friday June 25, 2010

Flight Information

Airline	AIR CANADA	Flight #	743
Origin	New York Laguardia, NY	Destination	Montreal Trudeau , CANADA
Departing	8:40 AM	Arriving	10:05 AM
Seat	Unassigned	Class	Coach
Meal Service	No Meal Service	Aircraft Type	E75
Flight Duration	1 hour 25 minutes		
Departure Terminal	TERMINAL M		
SEAT 19D CONFIRMED			
RECORD LOCATOR KPDNTA			

Travel Details

Friday July 2, 2010

Flight Information

Airline	DELTA AIR LINES OPERATED BY COMAIR DBA DELTA CONNECTION	Flight #	6388
Origin	Halifax NS, CANADA	Destination	New York Laguardia, NY
Departing	3:08 PM	Arriving	4:14 PM
Seat	06B	Class	Economy
Meal Service	No Meal Service	Aircraft Type	Canadair regionaljet
Flight Duration	2 hours 6 minutes		
Arrival Terminal	TERMINAL DL		

Additional Information

YOU ARE REQUIRED TO CHECK IN A MINIMUM OF 2 HOURS
PRIOR TO DEPARTURE FOR TRAVEL TO/FROM CANADA
VALID PASSPORT IS REQUIRED FOR TRAVEL
ATCO TRAVELS PRIVACY COMMITMENT IS AVAILABLE AT WWW.ATCOTRAVEL.COM
VALID PASSPORT REQUIRED FOR ENTRY INTO CANADA
TICKET IS NON-TRANSFERABLE
TICKET IS NON-REFUNDABLE
CHANGES PERMITTED TO THE OUTBOUND FLIGHT 75
CHANGES PERMITTED TO THE INBOUND FLIGHT 150
OFFICE HOURS MONDAY-FRIDAY 800A-500PM MST 1-800-661-9762
WHEN CALLING THE 24 HOUR EMERGENCY TRAVEL CENTER
PLEASE QUOTE YOUR EMERGENCY ACCESS CODE A2B0Y
WHEN CALLING WITHIN NORTH AMERICA 1-800-676-0383
WHILE OVERSEAS PLEASE CALL 1-516-624-3194
TOLL FREE DIRECTORY *CONTACT US* AT WWW.ATCOTRAVEL.COM

Ticket / Service Information

Date of Charge	20MAY10		
Type of Charge	Air Charge		
Airline Code	DELTA AIRLINES	<u>DESCRIPTION</u>	<u>DETAILS</u>
		Ticket Number	0069777630967
		Invoice Number	1217707
		Base Fare	169.50
		GST/HST	0.00
		Other TAX	67.53
		Total Ticket Amount	237.03

Date of Charge	20MAY10		
Type of Charge	Air Charge		
Airline Code	AIR CANADA	<u>DESCRIPTION</u>	<u>DETAILS</u>
		Ticket Number	0142183393411
		Invoice Number	1217707
		Base Fare	117.00
		GST/HST	0.00
		Other TAX	23.89
		Total Ticket Amount	140.89

Date of Charge	20MAY10		
Type of Charge	Service Fee		
Airline Code	SERVICE FEE	<u>DESCRIPTION</u>	<u>DETAILS</u>
		Ticket Number	9540006699838
		Invoice Number	1217707
		Base Fare	45.00
		GST/HST	2.25
		Other TAX	0.00
		Total Ticket Amount	47.25

Total Charges for Trip	425.17
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CONFIRMED



NOVA SCOTIA.COM

NAME: VIA Rail Group Media Visit
DATES: June 30 – July 2, 2010
LOCATION: Halifax & Annapolis Valley
PARTICIPANTS: Tom Hadziyianis, New York Daily News
 Peter Mandel, Freelance
 Mary Laffey, Freelance
 Lauren Lane, agency representative
HOST: Pam Wamback

Date	Time	Activity
Wednesday June 30	1:30 pm	Arrive at the Nova Scotia Visitor Information Centre, Fort Lawrence (Amherst). Met by Pam Wamback, Nova Scotia Tourism, Culture & Heritage. Travel to Halifax
	4:00 pm	Arrive in Halifax and check into hotel www.destinationhalifax.com
	6:45 pm	Meet in hotel lobby
	7:00 pm	Dinner - Five Fishermen 1740 Argyle Street www.fivefishermen.com
		Overnight: Westin Nova Scotian Hotel 1181 Hollis Street Halifax, NS Tel:902-421-1000 www.westin.ns.ca Tom Hadziyianis ~ Conf# 372937 Peter Mandel ~ Conf# 372940 Mary Laffey ~ Conf# 372941 Lauren Lane ~ Conf# 380934 <i>Accommodation, meals and taxes provided by Nova Scotia Tourism. All other charges direct responsibility of guests.</i>
Thursday July 1		Breakfast at the hotel
	9:00 am	Meet in lobby to depart Halifax for Annapolis Valley
	10:00 am	Visit Tangled Gardens - tour the herb garden and then sample their flavours in a variety of jams, jellies, liqueurs and more!

		<p>www.tangledgarden.ns.ca</p> <p>11:00 am Depart for Foxhill Cheese Farm – guided tour includes background information about the dairy with an inside look at the cheese making process and concludes with a delicious sampling tray of their specialties! www.foxhillcheesehouse.com</p> <p>12:15 pm Depart for Grand Pre National Historic Site which tells the story of the Acadian deportation and their eventual return home http://www.pc.gc.ca/eng/lhn-nhs/ns/grandpre/index.aspx</p> <p>Picnic lunch on site followed by guided tour</p> <p>2:30 pm Depart for Grand Pre Winery – one of the first commercial wineries in the province. Take a tour of this unique high-end property and then taste their products! www.grandprewines.ns.ca</p> <p>4:00 pm Depart for Halifax</p> <p>7:20 pm Meet in the lobby to depart for dinner.</p> <p>7:30 pm Dinner – CUT Restaurant 5120 Salter Street www.cutsteakhouse.com</p> <p><u>Overnight:</u> Westin Nova Scotian Hotel 1181 Hollis Street Halifax Tel:902-421-1000 www.westin.ns.ca <i>Accommodation, meals, attractions and taxes provided by Nova Scotia Tourism. All other charges direct responsibility of guests.</i></p>
Friday July 2	<p>9 am</p> <p>1:00 pm</p> <p>2:30 pm</p> <p>3:08 pm</p>	<p>Breakfast on own</p> <p>Meet your host from Destination Halifax to explore our unique city by the city! Attractions include:</p> <ul style="list-style-type: none"> * Maritime Museum of the Atlantic * Art Gallery of Nova Scotia * Citadel Hill * unique harbour boardwalk shops such as Nova Scotia Crystal, Rum Runners Cake Factory, Historic Properties * Spring Garden Road and the Halifax Public Gardens <p>Pam depart for Airport with Tom, Lauren</p> <p>Pick up Peter, Mary to depart for Airport</p> <p>Tom, Lauren depart for NY, Delta#6388</p>

	4:40 pm	Peter departs for Boston, AC#8895
	5:15 pm	Mary departs for Montreal, AC#669

For more information, please contact:

Pam Wamback
Nova Scotia Department of Tourism, Culture & Heritage
1800 Argyle Street, Suite 602
Halifax, NS B3J 2R5
p. 902-424-4170
f. 902-424-2668
wambackp@gov.ns.ca

Press Releases



For Immediate Release – March 24, 2010

See and Learn: VIA Rail's Maritime Learning Experience Educates While on the Train

MONTREAL – Now in its sixth season, VIA Rail Canada's *Maritime Learning Experience* aboard the carrier's *Ocean* service, enriches passengers' trips between Montreal and Halifax. Available from June 16th through October 11th, the enhanced service combines *Sleeper Touring* class accommodations with an onboard educational program serving as a cultural preview for those passengers traveling to New Brunswick or Nova Scotia.

While the train rolls past the region's picturesque landscape, the train's dedicated Learning Coordinator engages passengers with discussions and vignettes detailing the culture and customs of the Maritimes. In between, *Sleeper Touring* class passengers socialize in the *Ocean's* 360-degree panoramic dome car or in the white-cloth dining car, which features regionally-inspired dishes. Guests will also enjoy Priority boarding from the exclusive pre-boarding lounge in Montréal and Halifax.

The *Maritime Learning Experience* is a seasonal upgrade to the *Ocean's* already existing *Sleeper* class. Through demonstrations and interactive presentations, Learning Coordinators share the rich folklore and history, food and culture of the Maritimes, one of Canada's most beloved and storied regions.

The *Ocean* operates year-round, six times per week in each direction between Montréal and Halifax. Three meals in total are served between Montréal to Halifax and are included in the ticket price for *Ocean Sleeper Touring* class passengers. The *Ocean's* cozy sleeping accommodations include amenities such as comfortable duvet bedding, plump pillows, towels and a shower kit, bottled water, and VIA's signature chocolates.

For more information on train schedules or to book a trip anywhere in the VIA system, customers can visit VIA's Web site at viarail.ca. Passengers also can book their tickets by calling 1 888 VIA-RAIL (1 888 842-7245), TTY 1 800 268-9503 (hearing impaired), or through their travel agent.

About VIA Rail Canada

As Canada's national passenger rail service, VIA Rail Canada's mandate is to provide efficient, environmentally sustainable and cost effective passenger transportation services, both in Canada's busiest corridor and in remote and rural regions of the country. VIA serves more than 450 communities with a network of inter-city, transcontinental and regional trains. Increasingly travelers are turning to train travel as a

hassle-free and cost-efficient alternative to congested roads and airports as well as a more environmentally responsible way to travel.

- # # # -

Media Contact

MEDIA CONTACTS:

M. SILVER ASSOCIATES

(212) 754-6500

Maria Castro

mariac@msilver-pr.com



FOR IMMEDIATE RELEASE

ENJOY THE JOURNEY AS MUCH AS THE DESTINATION WITH TRAVEL PACKAGES FEATURING VIA RAIL CANADA

MONTREAL – March 1, 2010 – For experiences sure to create long-lasting memories that are far from ordinary, give rail travel a try. A vacation featuring Canada's national rail service, VIA Rail Canada, offers more than just the conventional vacation experience. More than just a train ride, VIA Rail packages - available on the VIA Rail website - caters to all travellers seeking something quirky or even a bit adventurous.

From the chance to see 1,000 islands in Kingston; to trekking an ice canyon in the majestic Canadian Rockies; to polar bear tours in Manitoba; VIA Rail brings all these extraordinary adventures together just along its 19 rail routes and over 460 stations. Please see below for packages that stick out from the bunch and can be easily purchased on the VIA website (<http://www.trainpackages.ca>):

From the Peaks to the Ocean

Experience the breathtaking beauty of the Canadian Rocky Mountains from the comfort of VIA Rail's flagship *Canadian* train – recognized as one of the top 25 rail journeys in the world. With VIA Rail effortlessly “connecting the dots,” stop in the resort town of Jasper to experience the mountain village atmosphere and choose from a Maligne Valley wildlife tour, snowshoe hike, or the awe-inspiring Maligne Canyon Ice Walk, which takes travellers on a winter trek along the bottom of a frozen stream through a canyon that, at times, is as deep as 160 feet. Enjoy outstanding service and cuisine onboard the overnight rail service from Jasper to Vancouver. The package includes: 3 night stay, VIA Rail Economy class from Edmonton to Jasper and VIA Rail Sleeper Touring class, with meals included, from Jasper to Vancouver. This itinerary also is available in reverse. Moderate, Superior and deluxe hotels options are available. This package is available from December to mid-April. To book this package or for more information, please contact Anderson Vacations at (866) 814-7378 or visit www.canadatravelsolution.ca. Starting rate for this package is CAD\$989.96 (approx USD\$939) based on double occupancy.

Polar Bears Tours in Churchill, Manitoba

Designed for those who wish to visit Churchill to not only see the polar bears, Lords of the Arctic, but also to experience the history and culture of the region. VIA Rail brings you to Churchill, Manitoba where led by knowledgeable guides, Frontiers North Adventures, offers 'Enthusiast' itineraries that include activities other than bear watching, such as a town and area tour, dog sledding, visit to the Eskimo Museum and Parks Canada facility and a private slide presentation. Guests choose between hotel or Tundra Buggy® Lodge-based programs. Choose to travel one-way to or from Churchill, Manitoba in Sleeper Class. This package is available October – November. To book this package, please contact Frontiers North Adventures at (204) 949-2050 or visit www.frontiersnorth.com. Starting rate for this package is CAD\$5,557.81 (approx USD\$5,272) per person.

Kingston 1,000 Islands Getaway

The scenic 1,000 islands are a must on any visit to eastern Ontario. Named for its one thousand-plus islands that dot the coast, a visit to Kingston is unforgettable. From a land cruise on VIA Rail to a water cruise on a classic riverboat, see the historic harbour of Kingston, its waterfront and surrounding islands. A sample package may include: Return transfers in Business class with VIA Rail from Toronto, Ottawa or Montreal; one night moderate accommodation in Kingston;

sightseeing cruise with "Kingston 1,000 Island Cruise" including lunch; one hour Kingston Trolley tour; transfers from VIA Rail station to your hotel. Peak season for this package is spring through summer. To book this package or for more information please contact Anderson Vacations at (866) 814-7378 or visit www.canadatravelsolution.ca. Starting rate for this package is CAD\$839 (approx USD\$795) per person.

Passengers travelling aboard VIA Rail Canada's cross-country trains can opt for the stylish experience of Sleeper Touring class, in a private or semi-private quarters—Guests will also enjoy regionally-inspired meals in the train's art-deco-inspired dining car and enjoy the glass-domed upper deck that will surely make for press-the-nose-against-the-window worthy 360-degree views.

For more information on VIA Rail Canada's services and promotions, or to take advantage of these winter deals and book a trip with VIA Rail, call 888-VIA-RAIL (888-842-7245) or visit www.viarail.ca

About VIA Rail Canada

As Canada's national passenger rail service, VIA Rail connects the entire world to the West's vibrant tourism industry. With more than 700 employees in Western Canada, VIA is dedicated to improving the quality of passenger service. From Northern Manitoba, across Saskatchewan and Alberta, to British Columbia's Pacific Rim, VIA serves more than 100 communities. VIA continues to develop, market and deliver services to meet the needs of Western Canadians, in partnership with the people, communities and businesses served by passenger rail.

Media Contact

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FOR IMMEDIATE RELEASE

From Education to Entertainment, VIA Rail's *Canadian* Summertime Enhancements Showcase New Features to Surprise and Delight Travelers

VANCOUVER – June 7, 2010 – This summer, there's much more to see and do when you travel by train with VIA Rail Canada. More than just stunning views, VIA Rail Canada will launch new enhancements to entertain and educate passengers aboard the cross-country Canadian train service. Throughout the journey, from the addition of the Panorama dome car, both adults and children will be entertained with learning vignettes, Canadian Heritage interpretation and on-board entertainment. These new features are sure to deepen the memories of a traveler's cross-Canada rail experience.

In addition to the regular Park Car and Skyline Car with their scenic domes, from May until September, between Edmonton and Vancouver, Sleeper Touring class passengers will have exclusive use of the train's fully glass-enclosed Panorama cars offering stunning seat-to-ceiling views. For daylight viewing of the Rockies or evening stargazing, there's no better seat on the train.

For live music entertainment, the perfect complement to the breathtaking views, VIA is also proud to showcase Canadian talent through its "On-Board Musician" program. Performances are open to both economy and Sleeper touring class travelers and normally take place in the train's Activity and Park cars. Much like a mobile stage, the guitar, violin and cello are the most common featured acoustic instrument. Due to the nature of the program, performances are dependant upon the presence of a musician on board and may not be available on every departure or leg of the journey.

"Crossing Canada by train is recognized as an enviable, unforgettable journey not to be missed", said VIA's Chief Marketing and Sales Officer, Steve Del Bosco. "We want to make sure that when our customers reach their final destination, the memories they are taking home to share are about so much more than simply the landscape. These enhancements to our award-winning service are just one of the things we are doing to bring greater value to an already priceless experience."

The train's activity car is the perfect place for socializing, admiring the ever-changing landscape or engaging in activities meant to enrich the traveller's appreciation of their cross-country journey. Throughout the three-day, four night trip customers can take advantage of the movies, the board games available in the Activity Car, and for the younger traveler, "Kiddies Hour" is offered daily. For more interactive activities, VIA's on-board staff deliver vignettes on subjects that include the Canadian Shield, the Continental Divide, Canadian geography and wine-tasting.

For more information or to book a trip anywhere in the VIA system, customers can visit viarail.ca. Train tickets are also available at VIA stations across Canada, including self-service ticketing kiosks located at major stations in central Canada. Passengers can also

book their tickets by calling 1 888 VIA-RAIL (842-7245), TTY 1 800 268-9503 (hearing impaired), or by contacting their travel agent.

About VIA Rail Canada

As Canada's national passenger rail service, VIA Rail Canada's mandate is to provide efficient, environmentally sustainable and cost-effective passenger transportation services in all regions of the country from the Atlantic to the Pacific, and from the Great Lakes to Hudson Bay. VIA serves more than 450 communities with a network of inter-city, transcontinental and regional trains. Travelers are increasingly turning to train travel as a hassle-free and cost-efficient alternative to congested roads and airports as well as a more environmentally responsible way to travel.

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Maria Castro / Lauren Lane

mariac@msilver-pr.com / laurenl@msilver-pr.com



FOR IMMEDIATE RELEASE

**VIA RAIL CANADA ROLLS OUT NEW AFFORDABLE PACKAGES
DURING IDEAL WARM WEATHER TRAVEL MONTHS**

Book Online Directly With VIA's New Train Packages Website

MONTREAL (April 28, 2010) – With warm weather rapidly approaching, VIA Rail Canada is making tracks with extraordinary train packages, offering travelers unforgettable experiences and memorable journeys throughout Canada during the spring and summer months. Convenient, comfortable and more affordable than ever, VIA Rail's services are the perfect way to see multiple Canadian destinations in one vacation experience. With attractive offers on train travel and accommodations rolled into one convenient package, all travelers have to do is relax and enjoy.

With VIA Rail's recently-launched train packages website, customers can enjoy the convenience of one-stop shopping and the increasingly popular Canadian getaway is just a click away. The new user-friendly version now features a "starting at" price, online purchasing options, and the ability to connect with tour operators efficiently using an online form. Here's a glimpse of some of VIA's warm weather travel deals.

Travelers can explore the wonders of Eastern Canada's Maritime Provinces with this six-night getaway from Montréal to Halifax. Following an overnight rail journey with regional cuisine featured in the onboard diner, passengers aboard VIA Rail's Ocean train will wake up to the beautiful scenery of Chaleur Bay before traveling across New Brunswick and Nova Scotia en route to Halifax. Enjoy a guided tour of beautiful Cape Breton, a visit to the Titanic Burial Site, the Fortress of Louisbourg National Historic site and a rare opportunity to drive along one of the most scenic routes in North America, the Cabot Trail. Prices start at \$1,193CAD per person, based on double occupancy.

Outdoor enthusiasts can discover a diversity of spellbinding landscapes from Toronto to Vancouver, while traveling in lavish comfort onboard VIA Rail's flagship train, the Canadian. Explore the designer shops, fine restaurants, theatres and parks in Toronto before boarding the train and traveling west where travelers will embark on a tour of the Canadian Rockies, experience the most spectacular areas in Western Canada, and sightsee in Vancouver and Victoria. Starting rate for this package is \$1,596CAD per person, based on double occupancy.

Unleash your wild side with a seven-night excursion through the untamed wilderness of the famous Banff and Jasper National Parks. With the beautiful Rocky Mountains as a backdrop, discover Alberta and British Columbia and take in the vistas of cascading waterfalls, turquoise-colored lakes and snow-covered peaks. VIA Rail's Canadian will take you to the modern metropolis of Vancouver. From there you will cross the Strait of Georgia to Victoria and take a relaxing stroll through colorful Butchart Gardens. Starting rate for this package is \$1,705CAD per person, based on double occupancy.

Discover the natural splendors of Alberta and British Columbia through the panoramic windows of VIA's Jasper-Prince Rupert train. Explore countless forests, crystal-clear lakes and verdant mountains of Western Canada, as well as the beauty of the Inside Passage waterway and the seaside splendor of Vancouver and Victoria. Guests will enjoy a sightseeing tour, including a gondola ride up Sulphur Mountain, an Ice Explorer ride on the Athabasca Glacier, a tour of picturesque Lake Louise, and a boat cruise to the world-renowned Spirit Island. Prices starting at \$1,622CAD per person, based on double occupancy.

For direct access to VIA's packages, visit the redesigned train packages website at www.trainpackages.ca. For more information on train schedules or to book a trip anywhere in the VIA system, visit VIA's website at viarail.ca. Passengers also can book their tickets by calling 1 888 VIA-RAIL (1 888 842-7245), TTY 1 800 268-9503 (hearing impaired), or through their travel agent.

*All VIA Rail Canada package rates can be found on the website and are quoted per person, not including applicable taxes. Fares (and fare conditions) are subject to change without notice. Some fare plans require advance purchase and are subject to limited availability. Other conditions may apply. The new online booking site allows you to communicate directly with the tour operators to obtain up-to-date information and prices at the time of booking. The cost determined by the tour operators will take precedence over the cost indicated on the site. VIA is not responsible for information appearing in this section of the website, as its contents are the exclusive responsibility of the tour operators.

About VIA Rail Canada

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SINGAPORE TOURISM BOARD FORECASTS RECORD NUMBER OF VISITORS FOR 2010

New developments, integrated resorts & line-up of major events provide platform for a \$12.6 to \$13.3 billion increase in tourism receipts

The UN World Tourism Organization has forecasted that international tourism arrivals will grow by 3 to 4% in 2010. Asia is expected to show the strongest rebound.

Singapore – April 1, 2010 – The Singapore Tourism Board (STB) announced its forecasts for the tourism industry for 2010: 11.5 to 12.5 million in visitor arrivals and S\$12.6 – S\$13.3 billion in tourism receipts. This optimistic forecast can be attributed to Singapore’s dramatic transformation as a result of multi-billion dollar investments in new tourism infrastructure. 2010 will mark the year of grand openings in Singapore – from two integrated resorts to Gardens by the Bay, three major waterfront gardens aimed at cementing the Lion City’s reputation as “The City in a Garden.” The island nation’s new International Cruise Terminal, a \$320- \$350 million facility which is expected to be unveiled in 2011 will double the city’s cruise-handling capacity and be able to accommodate the world’s largest cruise ships, such as the Oasis class ships which are currently being built by Royal Caribbean Cruises.

Commenting on the outlook for the industry, Ms. Aw Kah Peng, STB’s chief executive, said “Despite last year being an exceptionally challenging one, the tourism industry weathered it credibly. With the global travel industry expected to recover this year and with Singapore offering an even more compelling suite of tourism experiences, including the two Integrated Resorts (IRs) that open this year, we are confident that the sector will be able to register its best performance to date.”

The \$4.4 billion Resorts World Sentosa, one of the world’s most extensive integrated resorts *built in a record time of less than three years*, opened ahead of schedule on January 20, 2010. Phase One opening of the integrated resort included four signature hotels – Festive Hotel, Hard Rock Hotel Singapore, Crockfords Tower and Hotel Michael – offering a combined inventory of 1,350 rooms and 10 restaurants. Other facilities include the resort’s Compass Ballroom, 26 function rooms, a 1,600-seat Festive Grand theatre, its luxurious casino and the Southeast Asia’s only Universal Studios theme park. Supporting the attractions are a 3,500-lot car-park facility, restaurants, retail stores, entertainment and public attractions that include Emmy-award winner Jeremy Railton’s Lake of Dreams and Chamber of Treasures. Resorts World Sentosa will open the world’s largest Marine Life Park, a Maritime Experiential Museum, a destination spa and two remaining hotels – Equarius Hotel and Spa Villas – with a total of 500 rooms in Phase Two later in 2010.

The \$5.5 billion Marina Bay Sands (MBS) integrated resort has also announced its “preview opening” on April 27, 2010. Following MBS’ opening is the unveiling of the Fullerton Heritage, a historic wharf project featuring dining and retail and Fullerton Bay Hotel (both slated for 2010); the futuristic Gardens by the Bay in 2011; the all-new International Cruise Terminal in 2012; a River Safari, which will be Asia’s first river-themed animal park, opening in 2011; and the National Art Gallery which will be a new visual arts institution contributing to establishing Singapore as a regional and international hub for visual arts.

- continued -



Singapore will offer an exciting year round calendar of leisure and business events that includes new events such as the Asia Fashion Exchange, the inaugural Youth Olympic Games and LIVE! Singapore, to returning signature events such as the SINGTEL SINGAPORE FORMULA ONE™ GRAND PRIX, F1 ROCKS™ and Singapore International Water Week. Collectively, these new developments and year-round calendar of events will enhance Singapore's stature as a vibrant global city with a distinctive lifestyle that draws repeat visitors.

Highlights of upcoming new developments include:

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- **THE FULLERTON HERITAGE:** The Fullerton Heritage complex will feature the all-new Fullerton Bay Hotel, the sister property to the original and historic Fullerton Hotel located on the downtown core of Singapore. It is slated to open in 2010. Once restored, The Fullerton Heritage complex will offer fine dining, entertainment and upscale shopping all-in-one destination that comprises of separate buildings such as The Fullerton Waterboat House, Clifford Pier and The Customs House. The Fullerton Bay Hotel will incorporate breathtaking architecture with all of its 100 rooms featuring unobstructed sea views and an outdoor dining area sheltered by a preserved pavilion and sculptural plantings. For more information visit www.thefullertonheritage.com.
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SINGAPORE TOURISM BOARD FORECASTS RECORD NUMBER OF VISITORS FOR 2010

New developments, integrated resorts & line-up of major events provide platform for a \$12.6 to \$13.3 billion increase in tourism receipts

The UN World Tourism Organization has forecasted that international tourism arrivals will grow by 3 to 4% in 2010. Asia is expected to show the strongest rebound.

Singapore – April 1, 2010 – The Singapore Tourism Board (STB) announced its forecasts for the tourism industry for 2010: 11.5 to 12.5 million in visitor arrivals and S\$12.6 – S\$13.3 billion in tourism receipts. This optimistic forecast can be attributed to Singapore’s dramatic transformation as a result of multi-billion dollar investments in new tourism infrastructure. 2010 will mark the year of grand openings in Singapore – from two integrated resorts to Gardens by the Bay, three major waterfront gardens aimed at cementing the Lion City’s reputation as “The City in a Garden.” The island nation’s new International Cruise Terminal, a \$320- \$350 million facility which is expected to be unveiled in 2011 will double the city’s cruise-handling capacity and be able to accommodate the world’s largest cruise ships, such as the Oasis class ships which are currently being built by Royal Caribbean Cruises.

Commenting on the outlook for the industry, Ms. Aw Kah Peng, STB’s chief executive, said “Despite last year being an exceptionally challenging one, the tourism industry weathered it credibly. With the global travel industry expected to recover this year and with Singapore offering an even more compelling suite of tourism experiences, including the two Integrated Resorts (IRs) that open this year, we are confident that the sector will be able to register its best performance to date.”

The \$4.4 billion Resorts World Sentosa, one of the world’s most extensive integrated resorts *built in a record time of less than three years*, opened ahead of schedule on January 20, 2010. Phase One opening of the integrated resort included four signature hotels – Festive Hotel, Hard Rock Hotel Singapore, Crockfords Tower and Hotel Michael – offering a combined inventory of 1,350 rooms and 10 restaurants. Other facilities include the resort’s Compass Ballroom, 26 function rooms, a 1,600-seat Festive Grand theatre, its luxurious casino and the Southeast Asia’s only Universal Studios theme park. Supporting the attractions are a 3,500-lot car-park facility, restaurants, retail stores, entertainment and public attractions that include Emmy-award winner Jeremy Railton’s Lake of Dreams and Chamber of Treasures. Resorts World Sentosa will open the world’s largest Marine Life Park, a Maritime Experiential Museum, a destination spa and two remaining hotels – Equarius Hotel and Spa Villas – with a total of 500 rooms in Phase Two later in 2010.

The \$5.5 billion Marina Bay Sands (MBS) integrated resort has also announced its “preview opening” on April 27, 2010. Following MBS’ opening is the unveiling of the Fullerton Heritage, a historic wharf project featuring dining and retail and Fullerton Bay Hotel (both slated for 2010); the futuristic Gardens by the Bay in 2011; the all-new International Cruise Terminal in 2012; a River Safari, which will be Asia’s first river-themed animal park, opening in 2011; and the National Art Gallery which will be a new visual arts institution contributing to establishing Singapore as a regional and international hub for visual arts.

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CELEBRATING CULTURE & HERITAGE THROUGH FOOD

Singapore Food Festival 2010 spotlights specialty dishes of Chinese dialect groups in Singapore

Singapore, May 18, 2010 – The Singapore Food Festival (SFF) 2010 (www.singaporefoodfestival.com) returns from July 16 to 25, featuring cuisine from numerous Chinese dialect groups found in Singapore today, including the Hokkien, Teochew, Cantonese, Hakka and Hainanese communities. With events held in select locations throughout Singapore, a slew of opportunities surrounding the festival are available including food carnivals, tasting sessions, chef demonstrations and interactive cooking workshops.

In its 17th year, the SFF 2010 is proudly presented by Standard Chartered Bank, and jointly organized by Restaurant Association of Singapore (RAS) and SPOC Solutions Pte Ltd, and supported by the Singapore Tourism Board (STB). Mr. K.F. Seetoh, Singapore's renowned food personality and author of *Makansutra*, the veritable guide to Singaporean cuisine, is this year's festival food consultant, lending his vast experience and passion in food to make the festival even more exciting.

"This is the first time that the SFF will focus on specialty dishes of Singapore's main Chinese dialect groups. Far from being a homogenous cuisine, Chinese food is very varied and can differ greatly from region to region in China. With the evolution of the Chinese diaspora in Singapore, Chinese food in Singapore has also evolved in tandem to reflect our distinct culture and heritage," said Mr. Andrew Phua, director for Tourism Shopping & Dining at the STB, who elaborated that the local version of Hainanese Chicken-Rice is one of the best examples of a dish that has taken on a distinctly local flavor.

"Showcasing these dishes at SFF 2010 and allowing locals and visitors to experience these dishes is our way of honoring Singapore's culture and heritage through food. In addition, ethnic Malay and Indian dishes will be featured in fringe activities, thus SFF allows everyone to enjoy the ethnic cuisines of Singapore," added Mr. Phua.

As one of the well-regarded and highly-anticipated food events in Singapore, SFF 2010, with its myriad of core and fringe events, seek to bring Singapore's much-loved local cuisine to the world stage, by highlighting unique local food and showcasing the country's diverse food culture and heritage.

Singapore is known for its extensive range of dining experiences and distinctive food culture, earning a reputation for being a food paradise and premier dining destination. In 2008, Singapore saw visitors spend more than USD \$1 billion on food and beverage, or about 15 per cent of their total expenditure. On average, about 20 per cent of the Singapore Food Festival attendees are tourists. The STB hopes to draw more locals and visitors during this year's festivities, which coincides with the Great Singapore Sale (May 28 to July 25, 2010).

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In offering his take on this year's festival theme that reflects the evolution of Singapore's unique Chinese dialects food heritage and culture, Mr. K.F. Seetoh said, "Through the imagination and culinary inventiveness of our forefathers, Singapore's culinary highlights now include favorites, such as "sambal (a chili based sauce) seafood," "crispy cereal prawns" and even "chicken rice" (the iconic Singaporean dish of an entire boiled chicken accompanied with flavorful rice and sauces) as it is today. This 'third taste' of Singapore is that desperate and ingenious melding of the three great Asian motherland food nations of China, India and Indonesia, with accents from the West and the Middle East. That third taste is still constantly being refined today and is a legacy that our forbearers created for us all to enjoy."

WHAT'S COOKING AT SFF 2010

The entire stretch of scenic Singapore River will bustle with events and activities during SFF 2010. The following are highlights of SFF 2010:

- Kicking off the 10-day SFF 2010 on July 16 will be Clarke Quay Food Street at Read Bridge, where the entire length of the bridge will be transformed into a food haven offering sumptuous Chinese delicacies, beef noodle soup, desserts, glutinous rice and chicken rice, from famous restaurants in Singapore such as Tong Chiang Claypot Rice and Hakka Cuisine, Westlake, Chinatown Beef Noodle Soup and more.
- Other not-to-be-missed SFF 2010 core events include the Singapore Chinese Dialect Tingkat Cruise, Singapore Chinese Street Snacks and Singapore Chinese Dialect Heritage Feast. Be it savoring on Singapore Chinese dialect delights while cruising along Singapore River; relishing in nostalgic Chinese dialect street snacks, such as Malt Candy, Red Bean Cake, Ting Ting Candy and "Mua Chee," a springy glutinous dough coated with freshly toasted peanuts, sesame and fried shallots, or enjoying a gastronomic adventure of (not one but) five buffet lines of sumptuous delights featuring the best of Singapore Chinese Dialects food at the festival's finale, there is something for everyone's liking and taste!
- A range of fringe events has also been planned to make SFF 2010 even more flavorful, fun and fulfilling. Festival-goers can shop for fashionable knick-knacks and food at the Singapore River Market, along the Clarke Quay stretch of the Singapore River. A series of Cooking Classes will also be held where foodies can learn the best kept secrets of well-known Singapore Chinese Dialects food and how to cook them.

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destination as one that is future-facing and inspiring; one where visitors are invited to make their virtual experience of Singapore a reality. For more information, please visit www.yoursingapore.com

About Restaurant Association of Singapore

The Restaurant Association of Singapore (RAS) originated from the former Singapore Hotel and Restaurant Association, which represented the restaurants and hotels in post-independent Singapore. To cater to the distinctive needs of restaurant and hotel operators, and as tourism flourished, RAS was established in 1980. The vision of RAS is to play a leading role in the growth and development of the food and beverage (F&B) industry in Singapore. For more information, please visit www.ras.org.sg

About Single Point Of Contact (SPOC) Solutions Pte Ltd

SPOC Solutions is an Integrated Marketing Services agency providing a wide range of global brand leaders with a Single-Point-Of-Contact for all their commercial needs. We are known for our win-win partnerships with our clients, on-the-pulse consumer understanding & insights, integrated through-the-line approach, and proven track records for creative solutions that deliver positive results. Some of our recent high profile projects include the launch of the Youth Olympic Singapore Logo, Standard Chartered Bank Singapore Marathon, and Active Ageing Festival. Our F&B experience includes organising Chef RAS Culinary competition, Guinness Gala Banquet (10,000 pax), Food Trails in heartlands, and more. For more information, please visit www.spoc.com.sg

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SINGAPORE SETS RECORD FOR VISITOR ARRIVALS

Upcoming high-octane events and infrastructure additions create buzz in 2010 & beyond

SINGAPORE, July 7, 2010 – Dynamic new tourism developments and infrastructure, has generated a tremendous amount of buzz in Singapore, resulting in a growth of 20.4% in April alone, totaling 938,000 visitors from around the world. This is the fifth consecutive month of record visitor arrivals. In fact, Singapore has welcomed more 3.6 million international visitors from January to April of this year, resulting in an overall growth of 19.8% during this period. With such a stellar performance in the first half of 2010, Singapore looks on track to meet its forecast of 11.5 to 12.5 million visitors by year-end.

Visitor arrivals will only continue to increase with a slew of high-profile events on the horizon including a celebration of culture and heritage through food with the annual **Singapore Food Festival** from July 16 to 25. Culinary awareness of Singapore’s innovative cuisine and acclaim for the country’s legendary hawker food is growing in the United States and the Food Festival offers the perfect opportunity to sample authentic fare and meet some of the Lion City’s top toques. Throughout the festival, participants can learn more about Singapore’s culinary world through food carnivals, tasting sessions, chef demonstrations and interactive cooking workshops.

From August 14 to 26, over 5,000 young athletes from all around the world including a large contingent of the next generation of budding Olympians from the United States will be participating in the world’s first ever **Youth Olympic Games** to be held in Singapore. A new international sporting event for young athletes, the Singapore 2010 Youth Olympic Games aims to inspire youth around the world to embrace, embody and express the Olympic values of “Excellence, Friendship and Respect.”

Formula One Singapore Grand Prix is set to again wow the crowd from September 24 to 26, the only night-time street race in Formula One history. This adrenaline-inducing event is held in downtown Singapore and visitors will enjoy the thrills and spills of F1 vehicles racing around this street circuit and exciting city-wide activities.

Hot on the heels of the most recent openings of multi-billion dollar integrated resorts, Marina Bay Sands and Resorts World Sentosa there are many more tourism product offerings in the pipeline, including the International Cruise Terminal (2012); the futuristic and ecological Gardens by the Bay (2011); and, the National Art Gallery, a visual arts institution cementing Singapore as a regional hub for visual arts (2013).

Collectively, these new developments and the exciting calendar of events will enhance Singapore’s stature as a vibrant global city with a distinctive lifestyle that draws repeat visitors.

For additional information, visit www.YourSingapore.com.

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FOR IMMEDIATE RELEASE
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ARUBA'S ANNUAL SOUL BEACH MUSIC FESTIVAL CELEBRATES ITS 10th ANNIVERSARY

**Festival to Feature Performances by
Mary J. Blige, Toni Braxton, Raheem DeVaughn and Comedian Kevin Hart**

NEW YORK, NY - (May 19, 2010) - Aruba is proud to announce the A-list lineup for the tenth Annual Soul Beach Music Festival, taking place May 26-31, 2010. This year's festival offers live performances by Grammy Award-winning singers/songwriters Mary J. Blige and Toni Braxton, Grammy-nominee Raheem DeVaughn, as well as actor and comedian Kevin Hart.

The 2010 Soul Beach Music Festival falls over Memorial Day Weekend in Aruba's sun-kissed paradise, with five-days of power-packed events. Soul music fans from around the world can take part in nightclub festivities, sizzling beach parties and live concerts.

This year's concerts take place at two different locations. Friday, May 28, comedian Kevin Hart will be performing at the Entertainment Center in Oranjestad. On Saturday and Sunday nights, Mary J. Blige, Raheem DeVaughn, and Toni Braxton take the stage for an exclusive show at the Joe Laveist Stadium in San Nicolas.

"Aruba is enthusiastic to be hosting the annual Soul Beach Music Festival for the tenth year," said Otmar E. Oduber, Aruba's Minister of Tourism, Transportation and Labor Affairs. "The music festival welcomes visitors from around the world who will converge in Aruba to share their love for music while enjoying the great beaches, nightlife and activities offered."

The Soul Beach Music Festival's full schedule of events and ticket pricing information can be accessed at www.soulbeach.net. Specialized vacations to Aruba during the Soul Beach Music Festival can be booked through www.aruba.com.

About the Artists:

- Winner of nine Grammy Awards, Mary J. Blige has sold over 49 million records worldwide and last year performed at the Neighborhood Inaugural Ball after Barack Obama was sworn in on January 20, 2009. Recently, Blige released a

track called "Hard Times Come Again No More" with The Roots in support of Haiti's earthquake victims.

- Musical icon Toni Braxton is known for her incredible voice and the winner of six Grammy Awards with her songs, including the smash hit singles "You're Makin Me High" and "Un-Break My Heart." With an impressive career spanning over a decade, Braxton has sold over 40 million records worldwide and is currently preparing for the release of her new album, "Pulse," scheduled for release in May 2010. She recently participated in the TV competition for "Dancing with the Stars" with professional ballroom dancer Alec Mazo as her partner.
- American singer and songwriter Raheem DeVaughn entered the music scene with the album "The Love Experience," which featured the singles "Guess Who Loves You More" and "You." His latest album, "The Love & War MasterPeace," was released this March and now DeVaughn is focusing on philanthropy endeavors by partnering with the Centers for Disease Control and Prevention to produce a series of PSAs about HIV/AIDS prevention.
- Comedian and actor Kevin Hart is known to the public from his roles in comedies such as *40 Year Old Virgin*, *Scary Movie 3*, *Along Came Polly*, and *Scary Movie 4*. Currently, the comedian does stand-up comedy tours and has even had a stand-up segment on Comedy Central.

Together, these artists will put on a once-in-a-lifetime musical festival on the pristine, white-sand beaches of Aruba.

For more information about vacations in Aruba, please visit online at www.ARUBA.com or call 1.800.TO.ARUBA.

About Aruba

Aruba, the island of 90,000 friends you haven't met yet, is truly an extraordinary experience. Located only two-and-a-half hours by air from Miami and four hours from New York City, the island is ideally situated in the southern fringes of the hurricane belt and boasts year-round cooling trade winds and perfect weather with average annual temperatures of 82 Fahrenheit and less than 20 inches of rainfall per year. With pristine white sandy beaches Aruba serves up over 30 luxurious hotels/resorts, championship golf courses, sumptuous spas, vibrant casinos, extraordinary international and local cuisine, exclusive shops and boutiques, exciting land and water activities, art galleries and museums, world-famous music festivals and events, clubs and cafes with live music and more. The backdrop of a tropical destination with warm, hospitable people is the perfect place for first-time guests and loyal visitors who return to Aruba at a 60% repeat rate, more than any other Caribbean destination.

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ARUBA WELCOMES NEW DIRECT AIR SERVICE FROM TORONTO

Seasonal Charter Flights Start This May

New York, (May 11, 2010) - Just in time for planning the perfect summer vacation, Aruba announces additional charter flights from Canada, operated by Canadian tour operator Sunquest, using WestJet aircraft. The charter will be in service from May 1 through October 30, 2010.

The WestJet B737-700 or 800 aircraft with either 136 or 166 seats will provide Canadian travelers an additional flight option when traveling to Aruba. The weekly flights are scheduled to depart on Saturdays at 1:20 PM local time and arrive in Aruba at 6:19 PM local time. Return flights depart Aruba on Saturdays at 7:10 PM and arrive in Toronto at 12:16 AM.

"We are very excited to welcome the additional charter service from Toronto," said Geraldine Coutinho, area director North America for the Aruba Tourism Authority. "With the increased service from Canada, we are now even more accessible to that market and we'll be able to share the beauty of Aruba with a wide variety of travelers."

Below is a sampling of packages that Sunquest and Aruba hotels are offering travelers this summer:

- **Amsterdam Manor Beach Resort** - all-inclusive 7-night package with air starting at \$1,565.16
- **Divi Aruba All Inclusive Beach Resort** - all-inclusive 7-night package with air starting at \$1,638
- **Occidental Grand Aruba** - all-inclusive 7-night package with air starting at \$1,888
- **Tamarijn Aruba** - all-inclusive 7-night package with air starting at \$2,285
- **Hyatt Regency Aruba Resort & Casino** - includes air and hotel for 7 nights starting at \$2,005.16
- **Radisson Aruba** - includes air and hotel for 7 nights starting at \$1,775
- **The Mill Resort & Suites** - includes air and hotel for 7 nights starting at \$1,245
- **The Westin Aruba Resort** - includes air and hotel for 7 nights starting at \$1,475

**The above rates indicate starting prices, based on fares for departure dates in mid June and double occupancy. Prices listed above are in Canadian dollars and include all taxes. Rates may fluctuate based on dates and availability.

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ARUBA BLENDS THE FUN, SAND AND SUN WITH LATEST MEETINGS AND CONVENTIONS LOCATIONS

Top Ten Reasons to Plan a Meeting in Aruba

NEW YORK - March 9, 2010 - The reasons to hold a meeting in Aruba are as grand and plentiful as the island's white sandy beaches. The island of Aruba boasts numerous meeting locations which include world-class resorts, a state-of-the-art convention center, as well as off beat venue choices such as the Arikok National Park. With over 75 on-island locations to choose from, both large and small, Aruba is the ideal destination for meeting planners.

Beyond the numerous location choices for meetings venues, Aruba offers top accommodations with major hotel brands like Hyatt, Marriott, Radisson, Renaissance and Westin, along with more intimate resorts like Bucuti and Tara Beach Suites & Spa and Manchebo Beach Resort & Spa. While on island, groups can participate in several team-building activities both on land and at sea, which vary from kayaking journeys to parasailing and golf tournaments, to submarine adventures to horseback riding and wind surfing. Collectively, Aruba's meeting and convention properties offer 96,353 square feet of indoor meeting and convention space and 198,125 square feet of outdoor function space. There are 3,141 hotel rooms in the island's seven meeting/convention hotels.

Looking for more reasons why Aruba is the best location to hold a meeting? Here are the top ten:

- **Easy Access**
Why waste a second of meeting time traveling when you can take advantage of excellent ease of access to Aruba through multiple direct flights from North America. American travelers enjoy the added time saving convenience of pre-clearing US customs and immigration on their return. Aruba also accommodates private jets in first-class style with a stand-alone facility offering a VIP lounge, on-site customs clearance, and more.
- **Comprehensive Communication**
Arubans are marvelously multilingual and speak English, Dutch, and Spanish as easily as their own language of Papiamentu. Plus, wide acceptance of US dollars everywhere means no misunderstandings in currency exchange and money matters.
- **International Culinary Offerings**
Aruba's gastronomic choices span the entire globe. From small local nooks offering the freshest catch of the day to five-star dining spots specializing in silver service and international gourmet fare, Aruba caters to every appetite and culinary craving. With first-rate catering services for business functions of

all sizes, in the boardroom, or by the sea!

- **World-Class Accommodations**
Aruba offers top hotel brands and first-class properties all along some of the world's most breathtaking beaches. From cozy boutique hotels to ritzy palaces to all-inclusive fun spots, every room on Aruba is a "room with a view". And the concierge services are second to none.
- **Amazing Activities**
The sky's not even the limit when it comes to fantastic activities and attractions to enjoy during team-building exercises or your time off. From underwater wreck diving to all-terrain trekking to helicopter tours to luxurious spa experiences, there's something exciting or relaxing for everyone. You can also seal the deal on world-class golf courses, or shop till you drop at modern malls and lively open markets.
- **First-Class Meeting Facilities**
From small private affairs to full-scale conventions and exhibitions, Aruba has it covered with state-of-the-art facilities that will ensure productive business meetings can be conducted in a comfortable and professional environment.
- **State-of-the-Art Technology**
Aruba is wired for business success boasting the greatest penetration of Internet users in the entire Caribbean. Whether you want to surf with Wi-Fi from your hotel or even from the beach, or you simply need your cell to work from afar, Aruba is better connected than most island destinations. In fact, the technology options are comparable to the US and Europe.
- **Safe and Secure Exploration**
Aruba is the safest destination in the region - a key reason why the island has the highest level of repeat business in the entire Caribbean.
- **Talk About the Weather**
Aruba's weather never disappoints downtime leisure activities and group excursions won't ever be canceled due to inclement weather. The tropical sun is constantly at 82°F but is offset by refreshing trade winds and with annual rainfall a mere 20 inches per year! Lying outside the hurricane belt, the only weather related stress you'll ever feel is wondering whether you've applied enough sunscreen!
- **Tax Deductible Expenses**
As of 2009, Aruba has been elevated to "White List" status by the Organization for Economic Cooperation and Development (OECD). Now, under the umbrella of the Tax Information Exchange Agreements (TIEA), your meeting expenses are tax deductible, just as they would be in the United States. Add that to the competitive rates across the board for incentive and convention travel and you'll have to admit, when it comes to providing a perfect destination for off-site meetings... Aruba means business!

For more information on planning a meeting in Aruba, visit www.meetaruba.com. The site is designed to give busy meeting planners quick access to the most relevant information and keeps them informed about destination updates, while also providing information on special values for groups both large and small.

For more information on Aruba, please visit online at www.ARUBA.com or call 1-800-TO-ARUBA.

About Aruba

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**TICKLE THE IVORIES UNDER THE SUN AT THE FOURTH ANNUAL INTERNATIONAL
ARUBA PIANO FESTIVAL**

*Expanded Festival Includes Classical Recitals,
Master Classes and a Piano Competition for Talented Youth*

NEW YORK, NY - April 1, 2010 - In addition to the sounds of breaking waves and ocean breezes, the lilting tune of a piano will romance the shores of the island of Aruba during the Fourth Annual International Aruba Piano Festival, taking place from April 17-24, 2010. The festival, established in 2006, is one of the most important annual chamber music events in the Caribbean region, and includes classical recitals from internationally acclaimed musicians, as well as master classes for amateur talent and a piano competition, giving talented youthful pianists from Aruba the chance to be discovered and acknowledged.

The festival will open with a piano recital entitled "A Tribute to Chopin," featuring classical works from seven different professional pianists. Additional recitals taking place throughout the festival will feature chamber music from around the world, including Spain, France, Germany and more.

The Crescendo Piano Competition is another very important part of the festival, and is open to Aruban pianists between the ages of eight and 18. The winner of the competition receives one full year of piano lessons with a teacher of his/her choice, along with an invitation from the Classical Music Board of Bonaire to perform in a recital next to internationally acclaimed musicians.

"We are very excited about the Fourth Annual International Aruba Piano Festival, as it is a great way to show our visitors that music, art and culture are alive and important to the island of Aruba," said Gina Lopez-Gnecco, public relations director for the Aruba Tourism Authority. "In addition to the concerts, we're very proud that there is such a focus on young upcoming talent with educational programs to help foster a lifelong appreciation of music."

Festival events take place in some of Aruba's most beautiful cultural locations, including Aruba's Cas di Cultura, the National Library and Da Vinci Academy. General admission prices are AFL 25 (approx. \$13 US) for evening recitals, AFL 15 (approx. \$8 US) for matinee performances, and AFL 5 (approx. \$3 US) to attend the competition, and tickets can be purchased at the Plaza Book Shop or the Cas di Cultura. Master classes are complimentary.

Highlights of the upcoming International Aruba Piano Festival include the following:

A Tribute to Chopin - Saturday, April 17

Some of world's most talented pianists will delight audiences with a joint recital featuring works by Frederic Chopin, one of the greatest romantic composers of all time, starting at 8pm at the Cas di Cultura.

Matinee Performance - Sunday, April 18

Visitors are invited to start the day with classical matinee featuring chamber music on the piano, cello and flute, starting at 11am at the Cas di Cultura.

Classical Recitals - Monday to Saturday, April 19-24

From France to Spain, from Russia to Mexico, every recital will bring the audience to different parts of the world. Recitals will be held every evening at the Cas di Cultura, beginning at 8pm.

Master Classes - Tuesday to Friday, April 20-23

The musicians participating in the festival will take a break from their performance schedules to share some of their knowledge and skills with those looking to fine-tune their musical abilities. Classes will take place in the Biblioteca Nacional and the Di Vinci Academy.

Crescendo Piano Competition - Sunday, April 18 and Saturday, April 24

The competition is available to young pianists from Aruba to show off their musical talents. The preliminary round will be held on April 18 and will end with the final round on Saturday, April 24. Both events will be held at 4pm at the Cas di Cultura.

For more information about the Fourth International Aruba Piano Festival 2010, please visit www.arubapianofestival.com.

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ARUBA



ARUBA GOES 'GREEN' DURING FIRST INTERNATIONAL FILM FESTIVAL

'Think Green' Initiatives Stay Top of Mind for Organizers

NEW YORK, NY - April 21, 2010 - The first Aruba International Film Festival (AIFF), taking place on island June 4-11, is dedicated not only to promoting the understanding and appreciation for the art of cinema and filmmaking, but also to honoring the island's natural beauties through pro-environmental practices to take place before and during the week-long events.

The festival's organizers are aware that the film industry, historically, has been at the forefront in raising critical issues for society, including the current concerns about environmental threats from climate change and over-exploitation of resources. To this extent, the Aruba International Film Festival is launching two initiatives in an effort to keep Aruba "green" before, during and after the events.

"The Aruba International Film Festival will be a momentous event, and the island of Aruba is excited to welcome such an eclectic group of people to share the talent of international and local filmmakers," said Otmar E. Oduber, Aruba's Minister of Tourism, Labor and Transportation. I am pleased to see that AIFF embraces Aruba's efforts to go green: we currently have seven hotels that received Green Globe Certification and a number of our beaches working towards receiving Blue Flag Certifications. We applaud the film festival's excellent example."

Founders and producers Giuseppe Cioccarelli and Jonathan Vieira have joined with the Arikok National Park Foundation to contribute to maintaining a "Green" Aruba, helping with several projects in the Park:

- AIFF will allocate space for Arikok to set up a booth at the festival where they can inform the public about the initiatives the Park is taking in reforestation and sustaining the plants in the Park, and providing a habitat for Aruba's natural wildlife. Park Rangers will also be able to enlist volunteers and to organize hiking tours from their booth at AIFF.
- AIFF will sponsor a special Earth Day activity at the Park on April 22nd in which local schoolchildren will be invited to learn about ways to reduce their carbon

footprint through conservation and the use of eco-friendly technology. The lesson will culminate in the reforestation of the Hofi Shon Shoco (Mr. Owl's Garden) area of the park, near the Visitor's Center. These trees, in turn, will revive the habitat for birds such as the Aruban Parakeet.

- AIFF will pursue the idea of reforesting the Plantation Prins area of the Park with coconut seedlings collected during the cleanup of Daimari Plantation offered by TIARA Air. Additional benefits include the cleaning of the coconut plantation at the Plantation Prins location and instruction on planting a sustainable garden in the Aruba climate.
- AIFF will offer support for the Park Foundation efforts to construct a greenhouse in which to grow trees for Park reforestation. They will do this by encouraging corporate responsibility among the corporate sponsors and vendors at the Festival.

As the host of the Aruba International Film Festival, the organizing team is taking on an extra responsibility by ensuring that its impact on the environment stays minimal. AIFF met with the merchants at Paseo Herencia Mall and established a series of initiatives that will keep Aruba green throughout the festival:

- Recycling bins will be placed around the compound, collected daily and contents recycled.
- Guests will be given tips for Going Green at the Festival.
- Maps for walking to the Festival will be provided.
- Reusable water bottles will be available, to be filled with pure Aruba drinking water.
- Restaurants at Paseo Herencia will be provided with AIFF-branded cups, napkins and other paper products made entirely of recycled and recyclable paper.

For additional information please visit the Aruba International Film Festival Website at www.aiff.aw.

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CROSS THE FINISH LINE IN ARUBA

Sporting events feature running races for the fit and active lifestyle

NEW YORK - (May 10, 2010) - Looking for a perfect beach escape that offers more than just the sun, sea and beach? Trying to stay healthy and fit while on vacation? Then Aruba is the answer. With a wide array of outdoor and adventure activities, from thrilling extreme sports to water sports and running competitions, Aruba is an island that offers it all.

Before marathons became popular worldwide, Aruba had been a leader in hosting running competitions. Year after year, Aruba invites locals and visitors to participate in a variety of running competitions that not only bring the best out of the contestants, but also encourage them to stay healthy and participate in island-wide events which offer a special connection with the friendly Aruba locals.

The running races represent a great team building activity with strong appeal to both adults and children alike, turning thus the competition into a family-oriented activity which can be enjoyed in addition to the regular beach activities. The races provide an experience for families and friends to work together and combine beach fun with more athletic activities.

On June 21, Aruba welcomes the 25th International Triathlon with competitions that include a 1.5 km swim, 40 km bike race and 10km run. More than 100 athletes are expected to participate in the event, hosted by the Aruba Triathlon Association. For registration and more information, please call 011-297-582-4987.

Below are some of the additional running races that take place year-round:

- August 21- Family 5.5 Fun Run/ Walk- Organized by Long Distance Runners. The race will start at 6:00 pm from Fisherman's Hut.
- August 28- Kids 1, 2, & 3 km Run. The race starts from the California Light House at 4:30 pm.
- September 18- 10 km Race Walk. The race begins at 5:00 pm in the parking lot of Alhambra Casino
- October 16 - ARRUWAC 5 km Fun Run/Walk- Universal Youth Trophy. The race will start at Macuarima at 5:30 pm.
- November 7 - 5 km Cross Country race at 5:00 pm at Alto Vista.

For more information on travel to Aruba, please visit online at www.aruba.com or call 1-800-TO-ARUBA.

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**ARUBA ROLLS OUT THE RED CARPET FOR THE FIRST INTERNATIONAL
FILM FESTIVAL WITH SPECIAL HOTEL PACKAGES**

NEW YORK, NY - (May 14, 2010) - Aruba, the island of 90,000 friends you haven't met yet, is rolling out the red carpet for the first ever Aruba International Film Festival (AIFF), taking place June 4-11, 2010. Marked by the presence of legendary actor Richard Gere, who will be hosting the festival and is receiving a special humanitarian award, the festival promises a week of unprecedented excitement. In celebration of the upcoming festival, Aruba's hotels and resorts are offering special packages to attract visitors from all corners of the world to participate in the full week of events and themed movie nights, including Bollywood and Latin nights.

"Aruba is pleased to host the first International Film Festival and further contribute to international recognition for the island, while welcoming celebrities and film aficionados from all over the world," said Geraldine Coutinho, area director North America. "In an effort to make travel to Aruba during the festival as easy and accessible as possible, we encourage travelers to enjoy the packages our hotel and resort partners have put together in honor of this event."

Information on special travel packages to Aruba that coincide with the first International Aruba Film Festival follows below:

- **The A-List Package at Aruba Marriott Resort and Stellaris Casino.** This package offers the seventh night free, access for two to Red Carpet Movie Night Opening Event featuring Richard Gere (June 4th), two VIP tickets to the official Aruba International Film Festival "Bollywood" Gala Event at the Aruba Marriott (June 10th), exclusive access to the resort's private lounge and secluded beach area, five complimentary gourmet servings daily, open bar nightly from 6:00 - 9:00 PM. In addition, deluxe amenities such as a pillow menu, free internet and pressing services are offered during this stay. Package rates start from \$580 per night and require a minimum seven-night stay in the Tradewinds Club at the resort. The offer is available for booking now through June 3, for travel June 3-14, 2010. For more information, call +1 (800) 223-6388 or visit www.arubamarriott.com, and use promotional code FVJ.
- **Hyatt Regency Aruba** offers a special **Red Carpet Package** for all movie aficionados, which will be available throughout the duration of the festival. The package components include one free night with a complimentary upgrade, a celebrity welcome basket upon arrival, the possibility to attend the Aruba International Film Festival Island Chic Red Carpet Event at Hyatt Regency Aruba with tickets for two, as well as the "Richard Gere Dive in Movie" or a dinner Al Fresco at Footprints. The package also includes free daily breakfast for two,

massage for two, and a complimentary Palapa (Hut) for the ultimate relaxation. The **Red Carpet Package** starts at \$1,799 for four nights and is available from June 4th to June 11th, 2010. Rooms are subject to availability and blackout dates may apply. Please visit www.aruba.hyatt.com for more information or call + (011) 297 586 1234.

- **Summer Fun and Film at Radisson Aruba Resort, Casino & Spa.** The AAA Four Diamond property located on 14 acres of Aruba's famed Palm Beach is encouraging travelers to plan ahead for summer to receive significant savings. The resort's **Super Summer Sale** features savings of up to 35 percent throughout the summer season beginning at \$179 per room, per night. Additionally, the Super Summer Sale includes a \$25 credit to the resort's oceanfront Larimar Spa, \$75 beverage credit on stays of five nights and USD 100 beverage credit on stays of six nights or more. Children five years of age and younger eat breakfast and dinner free. Rates are available throughout the summer, including during the upcoming film festival and must be booked by July 31, 2010. To take advantage of the Radisson Aruba Resort, Casino & Spa's Super Summer Sale, please call Radisson Hotels toll-free at +1 (800) 333-3333 or visit www.radisson.com/aruba, and use promotional code SSS1.
- Take advantage of The **Renaissance Aruba Resort & Casino's Summer Discount**, which offers up to 25 percent off leisure rates during the film festival. Renaissance provides separate adult exclusive and family-friendly resorts within the same property and boasts Renaissance Island, the only private island in Aruba. For information and reservations, visit www.renaissancearuba.com or call +1(800) 421-8188.
- **"Green Vacation Package" at Bucuti Beach Resort.** With this package, travelers can "Experience Aruba" with a low season rate of \$1,531 per couple for five-nights (additional nights are \$287). Blending in with the green initiatives that the film festival organizers and participants are undertaking, Bucuti's package adds on to this green experience with a garden view room for five nights, guided hike in Aruba's Arikok National Park, a tour of the Aruba Aloe Factory, an authentic Aruban dinner for two at the oceanfront Pirates' Nest Restaurant, full American breakfast buffet daily. All taxes and service charges are included. The package is valid April 6 through December 22, 2010. To reserve, please visit www.bucuti.com, call +1 (888) 4-BUCUTI or email info@bucuti.com.

For additional information on the film festival, please visit the Aruba International Film Festival website at www.aiff.aw.

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**ARUBA HOSTS EVENTS, COMPETITIONS AND
ISLAND-WIDE CELEBRATIONS IN 2010
THAT VISITORS OF ALL AGES CAN ENJOY**

NEW YORK, NY - March 15, 2010 - Aruba, the island of 90,000 friends you haven't met yet, invites travelers from around the world to visit Aruba and experience a mix of celebrations, festivals and sporting events being offered throughout the year.

Along with the warm, sandy beaches and calming trade winds, visitors to Aruba can enjoy a multitude of events and become part of the island celebrations. Events range from the Soul Beach Music Festival and the International Triathlon, to the Caribbean Sea Jazz Festival and Heineken Catamaran Regatta, plus many more.

Below are details on some of Aruba's top celebrations, festivals and events taking place in 2010:

Cultural Events

- **ARUBA INTERNATIONAL FILM FESTIVAL 2010, June 4-11, 2010**
For eight days Aruba will be the center of attention in the world of cinematography. Actors, producers, film-makers and members of the international press will be on island to witness the first AIFF, an opportunity to bring the international film community to Aruba and share the beauty of Aruba with the world.
- **DERA GAI (ST. JOHN'S DAY), June 24, 2010**
Aruba's harvest festival is now a cultural celebration featuring traditional song and dance. The symbol of the rooster and bright yellow and red costumes are central to the events held at various locations, including community centers. Please contact (297) 582-2185 for more information.
- **Bon Bini Festival, takes place every Tuesday**
Visit Fort Zoutman, the oldest building of the island, located in downtown area, and enjoy our famous Bon Bini Festival, a weekly local folkloric music and dance festival where you can catch the flavor of the island, its people, music, cuisine and hospitality. "Bon bini" means "Welcome" in Papiamentu, and that is the perfect word to describe the enthusiastic environment of this festival. The festival takes place every Tuesday from 7:00 - 9:00 p.m. There is an entrance fee of US \$ 3.00 per person.

Musical Events

- **ARUBA SOUL BEACH MUSIC FESTIVAL, May 26-31, 2010**
Held during the Memorial Day holiday weekend, the Aruba Soul Beach Music Festival is a remarkable event highlighting special performances by star-

studded artists. The two-night concert series takes place in San Nicolas and has featured past performances by artists including Alicia Keys, Wyclef Jean, India Arie, Lauryn Hill, Wayne Brady, Estelle, Jamie Fox, Etna, Common and Robin Thicke.

- **CARIBBEAN SEA JAZZ FESTIVAL, October 8-9, 2010**
Celebrating its fourth year, this outdoor festival promises a wonderful line-up featuring international and local musicians at Cas di Cultura. Headliners from past festivals were Michel Camilo, Praful and Randal Corsen, Ploctoons, Moonbaker, Cubop City Band, Paoli Mejias, David Sandborn, Izaline Calister and Anacaona.
- **DANDE FESTIVAL, December 27, 2010**
One of the biggest traditional musical events is the Dande Festival. Over 50 singers accompanied by typical musical groups present their original composition and lyrics as well as the traditional Dande. A Dande group is a troupe of traveling musicians brightening the New Year with a song bestowing blessings, goodwill and prosperity.

Culinary Events

- **ARUBA FOOD & WINE FESTIVAL, June 3-5, 2010**
The fifth annual food and wine tasting event, held at the Westin Aruba Resort, will feature a pastry extravaganza with famous chefs showcasing their talents. This three-day culinary event will conclude with a concert highlighting the celebration of a renowned international musical band or artist.
- **THE ARUBA WINE EXTRAVAGANZA September 4-5, 2010**
Featuring South America's most prestigious wines, 40 - 50 wineries will be present for this three-day celebration that culminates in a gala dinner and awards night. The event takes place at the Aruba Radisson Resort, Casino & Spa. For more information, please visit www.arubawineextravaganza.com

Sports Events

- **ARUBA'S 50th INTERNATIONAL BOULEVARD RACE (10K), April 25, 2010**
Aruba's most popular running race draws over 200 competitors from countries including Aruba, Venezuela, Colombia, Netherlands Antilles, USA and Holland. The 10K event starts at 5:00 p.m. on L.G. Smith Blvd. and ends at the Marriott parking lot. Entry forms will be issued in February. Contact IDEFRE at Tel. (297) 582-4987 or e-mail arubatriathlon@hotmail.com or idefre@aruba.gov.aw for more information.
- **24th ANNUAL ARUBA HI-WINDS, June 30-July 5, 2010**
Aruba's trade winds provide the perfect conditions for the largest amateur windsurfing event in the Caribbean. The event takes place at Beaches at Fisherman's Hut - Hadicurari and features exciting windsurfing and kite boarding competitions in various categories, including men, women, juniors, masters, free style and kite. It also includes a Long Distance Race and King and Queen of the Huts competition.
- **20th ANNUAL ARUBA HEINEKEN CATAMARAN REGATTA, November 12-20, 2010**

Celebrating its 20th anniversary, this international catamaran regatta will decorate Aruba's turquoise waters with the colorful sails of catamarans from Europe. The event represents a great opportunity not only for experienced yacht racers and recreational sailors, but it's also a draw for non-sailing partners, children and friends who will be able to enjoy the event as a spectator while relaxing on Aruba's white-sand beaches.

- **ARUBA BEACH TENNIS INTERNATIONAL CHAMPIONSHIPS, November, 2010**
Aruba is one of the first countries to host an international tournament in the new sport of beach tennis. International beach tennis pros come down to play, and a large number of amateurs participate as well. Competitions will be held at Moomba Beach.

Environmental Projects

- **17th ANNUAL ARUBA REEF CARE PROJECT, July 3-4, 2010**
A clean-up of the island's most popular beaches and dive and snorkel sites helps raise awareness for a clean marine environment in Aruba. With over 800 participants, including local residents and visitors from around the world, it is the island's largest volunteer environmental initiative.
- **NATIONAL COASTAL CLEAN UP DAY, September 25, 2010**
The National Clean Up Day concentrates on areas near and along the coast. The activities are concentrated on the area from Surfside to Wilhelmina Park, the beaches of Arikok National Park, California sand dunes, Wariruri, Baby Beach, Bachelor's Beach, Boca Grandi, Zeewijk Beach, Mangel Halto, Santo Largo, Arashi, Anaboei, and the open area between the former Bushiri Hotel and the Tamarijn Beach Resort. This event usually takes place in September or October. For information, please contact Vanessa Rasmussen at (297) - 582-2607. or e-mail Vanessa@ahata.com.

For more information on Aruba's 2010 events, please visit online at www.ARUBA.com or call 1-800-TO-ARUBA.

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ARUBA TOURISM AUTHORITY LAUNCHES NEWLY DESIGNED ARUBA.COM WEBSITE

Interactive Features and Reorganized Content Help Visitors Navigate with Ease

NEW YORK - April 29, 2010 - The Aruba Tourism Authority's newly designed Website, www.aruba.com, captures all that is exciting and unique about the Caribbean island paradise. Website visitors are treated to a re-organized site with newer technology, simpler navigation, and updated and expanded content.

The new home page catches the eye with breathtaking images of Aruba, upcoming events, and offers and deals available to travelers. In sticking with Aruba's tagline as "the island of 90,000 friends you haven't met yet," the Website's home page also features an assortment of local Arubans—or new "friends"—who greet Website visitors and introduce them to the many charms of Aruba, including ideas for family fun, romance and weddings, island adventures and pampering accessible to guests on the island.

Website viewers will find a wealth of updated information about attractions, activities, shopping, beaches, nightlife, and restaurants, housed under the Things to Do section. Ideas and packages for Special Vacations are also featured on the site, with a newly expanded Wedding section that includes pages on marriage requirements, resources, and the *One Cool Honeymoon* package.

The Travel to Aruba section offers information to first time visitors to the island. From details about entry requirements and what to pack, to facts on airline routes and ground transportation, first time travelers to Aruba can rest assured that they'll be well prepared for their trip. Finding accommodations is also easier than ever with The Where to Stay section.

Viewers looking to learn about Aruba's rich and vibrant culture and history can visit the website's Explore Aruba section, which provides a behind the scenes look at the island. Included in this section is Chef's Corner, a special addition to www.aruba.com that provides aspiring chefs and website viewers interested in the island's local fare with recipes and culinary insight from master chefs on Aruba.

Aruba.com's Social Network, where visitors can share experiences, pictures and videos from their Aruba vacations with other travelers and Aruban locals through personalized profile pages, now has its own section featuring pages for the Friends' Network,

Distinguished Guests, and Goodwill Ambassadors, as well as a Forum where visitors can post discussion topics.

Visit www.aruba.com today to meet the “90,000 friends you haven’t met yet” and quickly and easily learn about all that this One Happy Island has to offer.

About Aruba

Aruba, the island of 90,000 friends you haven’t met yet, is truly an extraordinary experience. Located only two-and-a-half hours by air from Miami and four hours from New York City, the island is ideally situated in the southern fringes of the hurricane belt and boasts year-round cooling trade winds and perfect weather with average annual temperatures of 82 Fahrenheit and less than 20 inches of rainfall per year. With pristine white sandy beaches Aruba serves up over 30 luxurious hotels/resorts, championship golf courses, sumptuous spas, vibrant casinos, extraordinary international and local cuisine, exclusive shops and boutiques, exciting land and water activities, art galleries and museums, world-famous music festivals and events, clubs and cafes with live music and more. The backdrop of a tropical destination with warm, hospitable people is the perfect place for first-time guests and loyal visitors who return to Aruba at a 60% repeat rate, more than any other Caribbean destination.

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NSD/CES/REGISTRATION UNIT
2010 AUG 31 AM 11:24



ALWAYS AND FOREVER; ARUBA IS A TOP DESTINATION FOR WEDDINGS AND HONEYMOONS

NEW YORK - April 19, 2010 - Aruba's romantic environment of sunset-lit beaches and private beach coves has long endeared the island as a wedding and honeymoon destination. As one of the hot spots for both weddings and honeymoons in the Caribbean, couples seeking romance in Aruba find they come away with their fair share of memorable moments to accompany these momentous occasions.

Aruba invites visitors to fulfill their dreams of romance, indulging in a trip where the sun and sand are constant and the island offers extensive couple-oriented activity, dining, shopping and nightlife options. With weather and beach location being two key elements in planning any romantic trip, it's no wonder that Aruba is always a top choice for destination weddings and honeymoons.

Couples are also reminded that Aruba offers a one of a kind online destination bridal registry which makes the Aruban experience grand. The Aruba Bridal Registry offers friends and family of the couple the opportunity to purchase a part of their wedding or honeymoon as a wedding gift. From hotel stays to sunset sails and candle-lit dinners, the Aruba bridal registry offers wedding guests multiple options to pay for vacation expenses at a variety of price points.

Destination Weddings in Aruba

Couples choosing to get married in Aruba generally have their civil ceremony first - the legal part of the wedding - in the morning, followed by a beach blessing in the afternoon or evening. Civil ceremonies always take place in the Civil House, which is a historic, sea-colored renovated mansion in downtown Oranjestad. Couples then have the choice of many luxurious hotels and resorts where they can hold their ceremony and reception. From beach blessings on the sugar-white sands at sunset, to receptions aboard a catamaran, to reciting vows to the gentle rhythm of steel-pan drums, Aruba offers an authentic island experience for couples tying the knot.

- **The Occidental Grand Aruba Offers Stress-Free Wedding Planning**

For those looking to plan a stress-free destination wedding, the Occidental Grand Aruba offers an online date confirmation system, save-the-date invitation tool, and value-added amenities for weddings, honeymoons and anniversary trips. Couples may simply visit www.occidentalweddings.com to reserve their wedding date, and an on-site wedding coordinator from the Aruba resort will contact them within two business days to create a celebration that fits their style and budget. Additionally, the online save-the-date tool provides a cost-effective and eco-friendly way for couples to send personalized notices to guests, and an online link for guests to reserve and pay for their rooms directly. As the Occidental Grand Aruba is an all-inclusive resort, a plethora of dining options and daily and nightly activities are available to guests throughout their stay, providing no surprises on the hotel bill at check-out time.

- **Customized Weddings at Bucuti Beach Resort**

At Bucuti Beach Resort, weddings are designed individually for each bride and groom. The resort offers a choice of packages to begin the planning process which includes a decorated wedding area on the beach, services performed by a non-denominational officiant, flowers, champagne and music, plus planning assistance from the resort's award-winning wedding coordinator. In addition to the beach blessing, Bucuti Beach Resort will also coordinate a couple's civil ceremony, and can offer a sit-down wedding reception dinner on the beach for up to 12 people, or a buffet-style dinner on the beach for up to 50 guests. For more information or to book a wedding at Bucuti Beach Resort, email weddings@bucuti.com.

Aruba Offers Exclusive "One Cool Honeymoon" Program for Newlyweds

For those who have already planned their wedding, Aruba also offers wonderful honeymoon options. Honeymooning couples have always received the red carpet treatment in Aruba, and now they have access to even greater amenities through Aruba's "One Cool Honeymoon" program. Honeymooners at participating hotels and resorts receive a bottle of champagne in their room upon arrival, a souvenir gift from their resort, as well as one free hotel night stay upon their return anniversary visit. Honeymooning couples also receive special discounts on spa treatments, island tours, snorkeling excursions and meals at select restaurants. Newlyweds only need to identify themselves while booking their hotel accommodations to automatically receive these special offers. For more information on participating Aruba hotels and resorts, visit www.aruba.com/SpecializedVacations/weddings.aspx

Additionally, many Aruba hotels and resorts offer their own honeymoon packages, a sampling of which follows below:

- The "Honeymoon Package" at the **Aruba Marriott Resort & Stellaris Casino** can save couples up to \$1,300 on a four-night stay. Providing 30 percent off Tradewinds Club leisure rates, plus free amenities, the package offers upscale accommodations and services geared towards couples seeking a passionate and enchanting vacation. Highlights of the package include champagne and chocolate dipped strawberries upon arrival, complimentary couples' massage at Mandara Spa, access to a private lounge and secluded beach area and ocean view accommodations with spacious private balcony.

Package rates start at \$380/night and require a minimum four-night stay. Offer is valid now through November 11, 2010 and based on availability. To book the package, call (800) 228-9290 or visit www.arubamarriott.com and request promotional code HZP.

- **Divi & Tamarijn Aruba** All-Inclusive Honeymoon package provides value-added savings for couples on their honeymoon such as guaranteed deluxe Oceanfront accommodation at Tamarijn Aruba; Oceanview or Beachside accommodation at Divi Aruba, bottle of champagne, candlelight dinner at the Sunset Beach Bistro (including transfers, glass of wine, taxes and service charges), and free first night anniversary certificate as well as all meals and snacks throughout the day with a choice of nine dining options, seven bars and complete resort amenities.

Package Rates start at \$438 per night at the Tamarijn Aruba and \$488 per night at the Divi Aruba with a three night minimum stay. Offer is valid year-round. For more information visit www.diviaruba.com, www.tamarijnaruba.com or call 1-800-554-2008.

For more information and to help plan your wedding or honeymoon in Aruba, please visit www.aruba.com.

About Aruba

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**ACADEMY AWARD® WINNING FILMMAKER BERNARDO BERTOLUCCI TO RECEIVE
ARUBA INTERNATIONAL FILM FESTIVAL'S GOLDEN ARUBA AWARD**

NEW YORK - May 5, 2010 - The Aruba International Film Festival (AIFF) announced today that legendary, Academy Award® winning filmmaker Bernardo Bertolucci (*The Last Emperor*, *Last Tango in Paris*, *The Conformist*, *The Dreamers*) will be bestowed with The Golden Aruba Award for outstanding achievement in film at the inaugural Film Festival, taking place June 4-11, 2010. The announcement was made by AIFF Artistic Director Claudio Masenza.

Serving as the Festival's most prestigious symbol of recognition, the Golden Aruba Award honors a filmmaker, actor or actress whose work has had a major impact and advanced the frontiers of cinematic artistry around the world. Bertolucci will be on hand for the special tribute and presentation in Aruba and will participate in the Festival's "In Conversations With" series alongside other notables such as Richard Gere and Guillermo Arriaga.

"Bernardo Bertolucci is simply my favorite director," said Claudio Masenza. "Both as a genial film maker and wonderful friend, he is a constant source of inspiration in my life. What greater honor could I hope for than being able to start my involvement with the Aruba International Film Festival recognizing his greatness?"

Italian filmmaker Bernardo Bertolucci is a global cinema icon. He directed several acclaimed films such as *The Sheltering Sky*, based on the novel by Paul Bowles, about the collision between western and non-western cultures. His 1994 feature *Little Buddha* starred Keanu Reeves as an ancient prince on a quest for meaning. *Stealing Beauty* (1996) was an intimate film about a 19-year-old American, played by Liv Tyler, who undergoes her rite of passage into adulthood at the Tuscany, Italy home of her dead mother's friends.

His second film, *Before the Revolution* (1964), which was released in 1971, received an Academy Award nomination for best screenplay. Bertolucci also received an Academy Award nomination as best director for *Last Tango in Paris* (1972), and the best director and best screenplay for the film *The Last Emperor* (1987), which received nine Academy Awards. Bertolucci's most recent film is *The Dreamers* with Eva Green, Michael Pitt and Louis Garrel, a sensual story set on the background of 1968 Paris.

About the Aruba International Film Festival

Taking place June 4-11, 2010, the breathtaking Caribbean island of Aruba provides the backdrop for the film industry's newest "must-attend" event, with an inviting atmosphere,

suited like none other, to attract actors, directors, filmmakers, and film lovers for a one-of-a-kind festival experience.

Legendary leading man and activist Richard Gere will open the inaugural Aruba International Film Festival as its official host. In addition to opening the Festival, Gere will be bestowed with a special humanitarian award and participate in the Festival's "*In Conversations With*" series engaging the Festival audience.

Additional details involving the official AIFF line-up and celebrity attendance at the Festival will be announced in the coming weeks. For more information please visit the Aruba International Film Festival website at www.aiff.aw.

For more information about Aruba, please visit www.aruba.com.

About Aruba

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**ARUBA TOURISM AUTHORITY SALES REPRESENTATIVE KATY KENNEDY
RECEIVES "TOP SUPPLIER" AWARD FOR SECOND CONSECUTIVE YEAR
BY TRAVEL AGENT MAGAZINE**

NEW YORK, NY- (May 3, 2010) - The Aruba Tourism Authority (ATA) is pleased to announce that New England sales representative, Katy Kennedy, has once again received the "Top Supplier" Award for a Tourist Board by *Travel Agent* magazine. Kennedy received this same honor in 2008 when *TravelAgentCentral.com* ran its first survey asking readers to nominate the best supplier sales reps in individual sectors of the travel business.

After a successful survey response in 2008, *Travel Agent* magazine conducted the same questionnaire this year and received positive and exciting reviews for the top industry suppliers, with over 3,000 responses from readers.

"Sales representatives are such an important part of our business, and it's great to see that Katy has been recognized for her hard work in going above and beyond to promote Aruba," said Geraldine Coutinho, area director North America. "We are very proud to have Katy as part of our team and we're honored to have a representative from the Boston area receive this award, especially since Boston is one of Aruba's key markets in the U.S."

Kennedy joined ATA in 1995 and has been dedicated to promoting the island of Aruba ever since. In her position as northeast sales manager, Kennedy most enjoys spending time with agents to ensure that they are up to date on all that is happening in Aruba, organizing trade shows and VIP dinners, as well as FAM trips hosting agents on the island.

"It is an honor to once again be recognized with this award. I am so passionate about my work for the beautiful island of Aruba and an award like this only furthers my desire to continue my efforts for the ATA. We have a great team, one that I am truly proud to be a part of," stated Kennedy.

For more information on Aruba's 2010 events, please visit online at www.ARUBA.com or call 1-800-TO-ARUBA.

About Aruba

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Adams, Mark

From: Seitan, Miruna
Sent: Tuesday, February 16, 2010 2:14 PM
To: MSA NY; MSA Florida
Subject: Nextel Bicentennial Mexico Cup Regatta Brings Sailing Events to Riviera Nayarit



FOR IMMEDIATE RELEASE

Nextel Bicentennial Mexico Cup Regatta Brings Eight Grand Class Sailing Events to Riviera Nayarit, Mexico

2010 Mexico Cup is the highlight of the month-long Nautical Extravaganza, the largest marine and water sports festival ever held in Mexico

MSD/CES/REGISTRATION UNIT
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Nuevo Vallarta, Mexico, February 16, 2010 - The largest and most powerful sailing yachts in the world will converge on Riviera Nayarit for top ocean class international regattas over eight days, February 28 - March 7, 2010. The Mexico Regattas, with more than five categories, will be the most spectacular feature of the Nextel Bicentennial Mexico Cup Regatta which will be held at the Riviera Nayarit Marina at La Cruz de Huanacaxtle on Banderas Bay. Both events are the highlights of the month-long Riviera Nayarit Nautical Extravaganza, the largest nautical and water sports festival ever held in Mexico.

Already 31 ocean class competitive yachts from 37-80 feet long with up to 17 crew members aboard have registered to participate in this year's events.

Mexico opening ceremonies take place February 29th. Event organizers will announce the number of participating sailing yachts and categories of participants according to their ratings.

Over the next eight days, the four Barlovento-Sotavento competitions will take place with eight nautical mile courses as well as the ten-nautical-mile Gold Cup and three additional long competitions.

Activities include:

- The Governor's Cup, the first long course competition will take place on March 1 with a 25 nautical mile route.
- The Nextel-Las Caletas Regatta, 30 nautical miles in length, sails on one of the most beautiful sections of the spectacular Banderas Bay on March 2nd.
- The Barlovento-Sotavento Competitions commence on March 2nd, continuing on March 4th and 5th

- A 26 nautical mile run to the protected and beautiful Marietas Islands is scheduled on March 5th
- These exciting ocean class regattas conclude with the ten mile Gold Cup on March 6th.

The Nextel Bicentennial Mexico Cup Mexico Regatta also includes a variety of other competitions including the Optimist Class for promising young sailors, the J24 Regatta and Kite Surfing and Windsurfing competitions, which take place February 27 - March 13th. Parallel activities include beach volleyball tournaments and a variety of other sports and cultural events in Riviera Nayarit.

The Nextel Bicentennial Mexico Cup Regatta will take place on the spectacular Banderas Bay, based at the new Marina Riviera Nayarit in La Cruz de Huanacastle. The largest marina in Mexico, Marina Riviera Nayarit has 341 slips that can accommodate yachts up to 400 feet. The marina, along with Riviera Nayarit's pristine coastline and beaches, will make Riviera Nayarit seamlessly evolve into a renowned nautical destination.

Located just 20 minutes north of the Puerto Vallarta International Airport, La Cruz de Huanacastle was originally a rustic, cobblestone fishing village and today has a number of charming restaurants and inns in addition to the spectacular new Marina Riviera Nayarit.

For more information about Mexorc, see www.mexorc.com

About the Riviera Nayarit Nautical Extravaganza

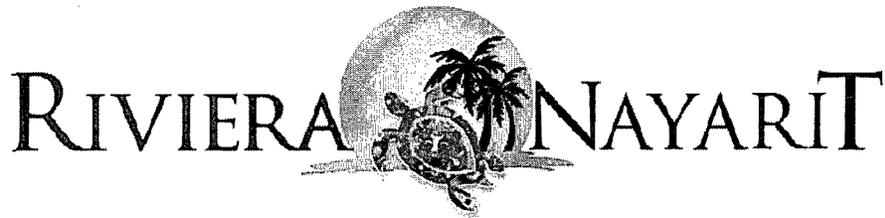
During February and March, Riviera Nayarit will be the site of eleven major international regattas and beach tournaments, as well as a variety of sports and cultural events, February 27- March 20, 2010. Major events include the Nextel Bicentennial Mexico Cup Regatta, the San Diego to Nuevo Vallarta Race, the Latin America Boat Show exhibiting over 120 boats, International Beach Volleyball Tournament and World Cup Beach Soccer competition as well as Elias Calles' 2012 Challenge. For more information, see www.extravaganzanautica.mx

About Riviera Nayarit

Mexico's newest destination, Riviera Nayarit, stretches along 192 miles of pristine Pacific coast framed by the majestic Sierra Madre Mountains just ten minutes north of accessible Puerto Vallarta International Airport. The region extends along the entire coast of the Pacific state of Nayarit including the resorts of Nuevo Vallarta, the historic colonial town of San Blas, exclusive Punta Mita, picturesque fishing villages, miles of serene beaches and spectacular Banderas Bay. Riviera Nayarit offers countless activities, all pleasantly affordable, such as: PGA golf courses, luxury spas, whale watching, turtle release, zip lining, surfing, record deep sea fishing, bird watching, international cuisine, and shopping for local artwork and traditional Huichol handicrafts. The region attracts and satisfies vacationers of all tastes and budgets with its wide range of accommodations including chic luxury resorts, eco-tourism boutique hotels and quaint B&B inns. For more information, visit [**www.RivieraNayarit.com**](http://www.RivieraNayarit.com)

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**Riviera Nayarit to welcome over 70 tour operators at the 18th
Annual Gala Vallarta, March 3-5, 2010**

Gala Vallarta 2010, the tourism industry expo hosted jointly by Riviera Nayarit and Puerto Vallarta, to be held at Nuevo Vallarta this year

Nuevo Vallarta, Riviera Nayarit, Mexico; February 8, 2010 – The most important event for the travel industry in the region will take place this year in Nuevo Vallarta, Riviera Nayarit. Jointly hosted by the Riviera Nayarit and Puerto Vallarta CVBs, Gala Vallarta provides an ideal opportunity for tour operators to gain greater first-hand familiarity with the region and its many new developments while negotiating their programs for the coming year.

Seventy tour operators from Mexico, United States and Canada have already registered and will participate in over two thousand business appointments with hotels and other suppliers in the two destinations.

Paradise Village Resort & Spa in Nuevo Vallarta will be the business center for Gala Vallarta, providing over 72 suites, one for each of the participating tour operators as well as separate suites for the Mexico Tourism Promotion Council (CTPM) and the CVBs of Puerto Vallarta and Riviera Nayarit.

Now in its eighteenth year, Gala Vallarta alternates between the two adjacent destinations each year. In 2010, Riviera Nayarit is the site for the event. Closing ceremonies will be held at the luxurious new Marival Residences, giving tour operators the opportunity to experience one of the newest resorts in Riviera Nayarit.

Marc Murphy, director of the Riviera Nayarit Convention & Visitors Bureau, is proud of rapid growth of a strong international presence and positive image for Riviera Nayarit, Mexico's newest destination. He credits the vision and support of the state governor, Ney González Sánchez, for making tourism the driving force for development in the state.

“We expect great results from Gala Vallarta, which provides a forum for favorable negotiations that will generate success in the next tourism season. We are proud that major international publications have acclaimed Riviera Nayarit for 2010 as one of the five best destinations to invest in a second home, and one of the ten “must visit” destinations in the world this year,” said Marc Murphy.

About Riviera Nayarit

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**POSITIVE OUTLOOK FOR RIVIERA NAYARIT IN 2010:
STRONG IN TOURISM GROWTH, SAFETY AND HOTEL OPENINGS**

Riviera Nayarit, Mexico (April 27, 2010) – Riviera Nayarit, Mexico’s newest destination, casts a bright spotlight and positive outlook for Mexican tourism. Riviera Nayarit is looking ahead at 2010 with growth in number of monthly visitors based on hotel occupancy, new hotel openings in 2010 and beyond, as well as impressive accolades as a top destination in Mexico.

Strong hotel occupancy results for the first months of the year, as well as powerful tourism investment, state support for tourism and upcoming hotel openings will create a favorable environment for the continuous development and tourism appeal of the region.

Below are highlights of Riviera Nayarit’s achievements as top destination in Mexico and the world:

- Among top 10 destinations in the world to visit in 2010 – *“Hideaways International”*
- Riviera Nayarit has the second highest number of properties with five AAA Diamond Awards in contrast with other Mexican regions
- Best beach destination in Mexico – *“Travel Weekly”*
- Inclusion among the top five destinations in the world for second home purchase - *“International Property Journal”*
- National leadership in the certification of beaches for their quality – according to Greenpeace
- Second strongest Mexican state in second home purchases – *“Haute Living”*
- Occupancy statistics for January-March 2010:
 - 95% occupancy level for Easter Week, March 29-April 4
 - Strong occupancy for early 2010, with noticeable increase in March 2010 (76.59%) over January (72.88%) and February 2010 (75.37%)

Construction on new hotels is underway including top brands such as Park Hyatt, Capella, Grupo Vidanta, Iberostar and Grand Hyatt over the next two years.

“Riviera Nayarit is a relatively new destination launched at Tianguis in 2007 with the full support of Nayarit’s governor, Ney Gonzalez, and the entire tourism industry in Nayarit and around the world,” said Marc Murphy, Director of the Riviera Nayarit CVB. “We are excited that 2010 has started so well. In January, we already received strong accolades from major publications, such as *Sherman’s Travel* placing Riviera Nayarit on their 2010 Best Value List and *Destination Weddings & Honeymoons*’ naming it amongst the “48 Stunning Locales.”

Murphy added, “We have strong expectations for 2010.”

Over the past few months, Nayarit welcomed a series of outstanding nautical and other sports events that have drawn a large number of participants, spectators and media coverage on a worldwide level. For the Nautical Extravaganza events which took place at the new Marina in La Cruz de Huanacastle from February 26 to March 17, organizers expected 600 participants and there were 2500 for the first year of this exciting event. That included national and international regattas, beach volleyball tournaments, surfing competitions and the Latin American Boat Show.

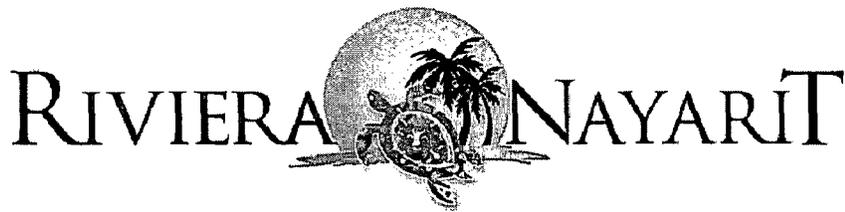
In addition, Riviera Nayarit is top of the mind for the world market through such events as the International Sayulita Surfing Competition, the LPGA Duramed Futures golf tour and the Canadian Golf Tour, as well as the production of the 2011 Swimsuit Calendar for the Dallas Cowboys Cheerleaders. All these events, and the ones that are yet to come this year, draw hundreds of participants and visitors from all over the world who come year after year to enjoy the beautiful beaches, superb accommodations, fine restaurants and marvelous natural adventures that the region has to offer.

For more information, please visit www.rivieranayarit.com

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SET TO SAIL: RIVIERA NAYARIT ESTABLISHES AN INTERNATIONAL SAILING ACADEMY

Riviera Nayarit, Mexico (Wednesday, May 12, 2010) – Based on the ideal conditions offered in the destination and the world-class maritime infrastructure at the newly opened Marina Riviera Nayarit, Vaughn Harrison and Chris Dold, both members of the United States’ Olympic Sailing Team, have decided to co-found the International Sailing Academy (ISA) in Riviera Nayarit. The organization will allow them to organize specialized sailing clinics aimed at high-performance athletes, while they themselves raise their level of competence.

According to Harrison, Riviera Nayarit is the best place in Latin America for sailing since the climate and conditions are ideal year round, particularly at La Cruz de Huanacastle where Marina Riviera Nayarit is located.

Recently, Harrison and Dold brought together members of the U.S. Olympic team for extensive training with coach Luther Carpenter, one of the most renowned icons in the Laser and Laser Radial classes and coach to Anna Tunnicliffe, the winner of the gold medal in the recent Beijing Olympics.

“Here (Riviera Nayarit) we can train in a variety of conditions of wind and waves, which are good for sailing throughout the year. It is also very easy to hold the academy here because the area has the supporting infrastructure that allows us to organize all-inclusive camps for months,” said Harrison. He further noted that in Canada and northern United States there are similar places, but during the winter, the waters are frozen over for the whole season which cuts into pre-season training.

Marina Riviera Nayarit in La Cruz de Huanacastle provides full-service and repair to their vessels and also has designers, sail makers and a variety of other specialized services on hand. In addition, the marina offers quality restaurants and a nearby gym. With all these factors under consideration, Riviera Nayarit pulled ahead against other potential destinations when determining the location for the ISA. The biggest marina in Mexico, the Marina Riviera Nayarit, has 341 slips that can accommodate yachts up to 400 feet. The marina, along with Riviera Nayarit’s pristine coastline and beaches, allow for Riviera Nayarit to seamlessly evolve into a renowned nautical destination.

This year, Riviera Nayarit hosted the “Extravaganza Nautica” which attracted spectators from around the world for such important world class sailing events as the Nextel Bicentennial Mexico Cup Regatta, the J24 Racing, the San Diego to Nuevo Vallarta

Race, the Latin America Boat Show exhibiting over 120 boats as well as Elias Calles' 2012 Challenge.

Presently, Riviera Nayarit is the fastest growing destination in Mexico in terms of tourism infrastructure in Mexico. The joint work of the Riviera Nayarit Convention and Visitors Bureau (CVB) and the State Government, led by Ney González Sánchez, Riviera Nayarit has placed first in attracting investments for tourism in 2009.

About Riviera Nayarit

Mexico's newest destination, Riviera Nayarit, stretches along 192 miles of pristine Pacific coast framed by the majestic Sierra Madre Mountains just ten minutes north of accessible Puerto Vallarta International Airport. The region extends along the entire coast of the Pacific state of Nayarit including the resorts of Nuevo Vallarta, the historic colonial town of San Blas, exclusive Punta Mita, picturesque fishing villages, miles of serene beaches and spectacular Banderas Bay. Riviera Nayarit offers countless activities, all pleasantly affordable, such as: PGA golf courses, luxury spas, whale watching, turtle release, zip lining, surfing, record deep sea fishing, bird watching, international cuisine, and shopping for local artwork and traditional Huichol handicrafts. The region attracts and satisfies vacationers of all tastes and budgets with its wide range of accommodations including chic luxury resorts, eco-tourism boutique hotels and quaint B&B inns. For more information, visit www.RivieraNayarit.com

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Growing Investments in Turkey Creates New Tourism Products Alluring to Travelers

New York, NY (May XX, 2010) – Turkey's worldwide recognition as a *must-see* destination and extensive developments over the years have resulted in a significant number of investments to further increase tourism. With the cosmopolitan city of Istanbul being recently selected as the 2010 European Capital of Culture, the country is garnering an enormous amount of attention and as a result, an increase in visitors.

"The past year has been such a success story for travel to Turkey. In a year when worldwide recession affected travel dramatically for most destinations, Turkey eclipsed the 27 million visitor mark for the first time in its history", says Nihan Bekar, Director, Turkish Culture and Tourist Office in New York. "Turkey is in a prime position to greatly enhance travel from North American tourists. In reaction to the steady flow of travelers to Turkey, new developments that may have been affected by the economy still remain on track, thus increasing the tourism infrastructure of this captivating and alluring destination".

From new hotels that range from luxurious to affordable, a new museum and the largest convention center in Istanbul, new developments are proving to be attractive to the country's key leisure and corporate travel markets, keeping the tourism stats steady and growing. **Following are some of the most recent tourism developments in Turkey:**

Hotel Growth in Istanbul

- In March, the French hotel chain **Accor**, opened two hotels in Turkey's southeastern city of Gaziantep, the **Novotel Gaziantep** and the **Ibis Gaziantep**. Accommodating both business and leisure travelers, the four-star hotel Novotel features 92 rooms and the three-star Ibis hotel has 177 rooms. Accor has plans to develop 23 additional hotels in select cities across Turkey. Visit Accor Hotels online at <http://www.accorhotels.com> for more information.
- **The House Hotel**, a 20-room ultra-boutique hotel slated to open in Galatasaray; that caters to upscale leisure travelers, will be opening in Istanbul this April. Ideally located between the Bosphorus and Istiklal Avenue, in a charming four-story mansion built in 1890s, the property was strategically renovated by Istanbul-based architecture company, **Autoban**. Hotel features include: 20 luxurious suites, a terrace lounge bar, 24-hour butler service, airport transfers, and more. For more visit: http://www.thehouseapart.com/index_en.html.
- Istanbul's historic "museum-hotel," the **Pera Palace** will re-open this June in celebration of Istanbul European Capital of Culture after the completion of its 20 million Euro restoration project, which started in 2008. Originally built in 1892 for guests arriving on the legendary Orient Express from Paris, the recently updated six-floor, 115-room property includes 17 suites and features breathtaking views of the Bosphorus Strait's Golden Horn. Iconic guests such as Ernest Hemingway, Agatha Christie, Jacqueline Kennedy, Greta Garbo, Alfred Hitchcock, Zsa Zsa Gabor, King Edward VIII, Mata Hari,

Sarah Bernhardt, Yehudi Menuhin and many more, have walked through the halls of the Pera Palace Hotel since 1892. New to the hotel is a 380 square meter SPA center featuring an updated traditional Turkish Hamam whose roots date back to the Roman Empire, as well as a steam bath, jacuzzi, indoor jet stream swimming pool, sauna and a fully equipped gym. For more information: www.perapalاس.com.

- The **Radisson Blu Hotel, Istanbul Asia**, the Rezidor Hotel Group's third hotel in Istanbul, is scheduled to open in the winter of 2011. This spectacular new-build project on the Asian side of the city is located in the heart of the booming Atasehir district which is home to many international companies and upscale residences. Signature services of the 194 room hotel will include: free high speed Internet access, an all-day-dining restaurant, two bars, ten function rooms (including a ballroom) and a large health center. For more information on Rezidor, visit www.rezidor.com.
- Shangri-La Hotels and Resorts, Asia Pacific's leading luxury hotel group, will manage the **Shangri-La Hotel, Istanbul**, slated to open in April 2012. The group's first hotel in Turkey, the new establishment will be located between the Dolmabahce and the Maritime Museum on the European coast of the Bosphorus Strait. Designed by Istanbul-based architect Piramit, the hotel will be 14 stories, seven of which will be underground and will feature 200 appointed guestrooms. Additional facilities will include a health club, spa, swimming pool, business centre, ballroom, and conference and meeting room facilities. For more information: <http://www.shangri-la.com/en>.

Turkey's Largest Event Venue Debuts

The **Cer Modern**, located in Ankara, Turkey's capital city, is a modern art facility and exhibition center which recently opened its doors in the Sıhhiye district. The largest venue in Turkey, the **Cer Modern** brings a brand new event experience to Ankara with its vast exhibition halls, social facilities, congress hall and catering services – making this facility an international destination for corporate meetings, conferences and exhibits in the country's capital city. For more information: <http://www.cermodern.org/english>

New Lifestyle Destination Planned for Istanbul

The new **Ora Arena and Convention Center** project, designed by Valerio Mazzoli, is expected to be completed in November 2010. The first mixed-use real estate development in Turkey, this unique venue will bring together an arena, a convention center, two hotels, a theme park and an outlet mall on a 70,000 square meter site in Bayrampasa.

Art Takes Form in Turkey

- Developed by artist and educator, Hüsamettin Koçan, the **Baksı Museum** located in the city of Bayburt in the Eastern Black Sea region of Turkey, is slated to open in June 2010. A museum that blends both traditional and contemporary art, the Baksı holds a traditional folk art collection granted by the founder of the museum, Hüsamettin Koçan, and contemporary art collections by various local artists. For more information: <http://baksi.org/>.
- On May 29, "Time and Space," a land art park in Cappadocia Turkey, featuring twelve major hand-built structures, or Geoglyphs, will be unveiled. These 12 structures are part of the largest contemporary land art undertaking in the world. Created by Andrew Rogers, Australia's most distinguished and internationally recognized contemporary sculptor, the walls of these hand-built structures measure approximately 4 miles in length and are comprised of more than 10,500 tons of stone. One of the twelve structures in the park, titled "Time and Space," is a spectacular sequence of 12 18ft tall

basalt pillars, located on the edge of a cliff. The tallest column is highlighted in 23-carat gold to reflect the rising sun. The sequence is laid out in the form of an ellipse representing the motion of the planets circling Earth. For more information, visit: <http://www.andrewrogers.org/>

For more information on Turkey, call 1-877-FOR-TURKEY or contact the Turkish Culture and Tourist Offices in New York at 212-687-2194; Washington, D.C. at 202-612-6800; and Los Angeles at (323) 937-8066. Information is also available at www.tourismturkey.org or www.goturkey.com.

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About Turkey

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FOR IMMEDIATE RELEASE

ONE OF EUROPE'S MOST POPULAR CRUISE PORTS, ISTANBUL, IS "2010 EUROPEAN CAPITAL OF CULTURE":

Year-Long Events Celebrate Istanbul and Turkey's vibrant arts, culture & civilization with exciting exhibitions and performances

New York, NY (March 15, 2010) – The cosmopolitan city of Istanbul, which for thousands of years has stood as the hub of arts, culture, intellectual and political center of the world, is one of Europe's most exciting cruise ports. This year the city celebrates its status as "2010 European Capital of Culture" with a year-round schedule of electrifying events ranging from artist workshops to historical retrospectives. Youthful, vibrant and forward-thinking, Istanbul promises a veritable feast for arts and culture seekers in 2010 and the following are highlights of some of the "2010 European Capital of Culture" events worth scheduling a trip for:

Istanbul 2010 – The Arts

- **International Istanbul Puppet Festival; March 21 to 26, 2010** – The festival will feature modern and traditional puppet shows from various cultures including playing techniques by Metin Özlen, the shadow-play artist who specializes in traditional Turkish shadow play, popularized during the Ottoman period. The Puppet Festival is organized by the Directorate of Stage and Performing Arts Istanbul. Puppet performances will take place in various cultural centers in the city like the French Cultural Center, Cervantes Cultural Center and various shopping centers. There will also be street performances at public squares such as Taksim Square.
- **International Ballet Competition; July 5 to 10, 2010** – Local and foreign ballet performers will compete in this 2nd annual competition in Istanbul and is a collaboration by the Sutluce Congress and Cultural Center to foster a closer relationship between the local and international ballet communities. Performances will be held at the Sutluce Congress and Cultural Center.
- **Kadirga Art Center; September to December 2010** – Seven internationally acclaimed artists who have completed major visual arts projects and advanced universal art in European Union (EU) countries have been invited to Istanbul to exchange ideas and hold workshops for the younger generation of local artists. Artists confirmed to participate include Sophie Calle, the acclaimed French writer, photographer, installation artist, and conceptual artist and Victor Burgin, the Turner-prize nominated, English artist and writer.
- **The Photograph Parade; January to October 2010** – Everyday life in Istanbul captured with the magic of photography will be on display at the gallery of the Fototrek Photography Center at the Misir Apartment in Istiklal Street, a place known for its collection of cutting-edge galleries and collections in Istanbul. Throughout 2010, a series of exhibitions will be held at Fototrek celebrating the "still life" of Istanbul. Fototrek is a privately owned facility in which

exhibitions are held while educational programmes are driven by professionally trained photographers.

Istanbul 2010 - History & Culture

- **“Breaking the Stereotype”** - A special exhibition that takes a look at the misconceptions surrounding Turkey in the Western world and dispelling the myths surrounding the country. These exhibitions will take place at DEPO, a culture and debate center that supports the collaboration of artists, artist collectives, civic and cultural organizations in Turkey, the South Caucasus, the Middle East and the Balkans. The “Breaking the Stereotype” exhibition will include the following special displays:
 - Istanbul Crossroads Special - May 14 to June 27, 2010
 - The Common Comprehension of Images from the East & West – May 14 to June 27, 2010
- **A Story of the City: Constantinople, Istanbul; June 18, 2010** – An original music project that speaks to the cross-cultural interactions among Turkish civilization and other powers throughout history and its impact on Istanbul to this day. This musical journey will feature the “cheng,” a Middle-Eastern harp which is famed in the Ottoman-Turkish music tradition. The event takes place at the Harbiye Cemil Topuzlu Open Air Concert Hall.
- **Istanbul Islands Museum; Opening July/August 2010** – This integrated cultural institution in the Büyükdada district seeks to highlight the various outlying islands of Turkey, showcasing artifacts, everyday life and history.
- **The Museum of Innocence; Summer 2010** – The Museum of Innocence, inspired by the novel of the same title by the Turkish Nobel prize winner, Orhan Pamuk, is scheduled to open in the summer of 2010 with the support of the Istanbul 2010 European Capital of Culture agency. Based on the literary content and the original ideas found in Pamuk’s book, this museum will offer a poetic and documentary-style narrative of the culture and the daily life of Istanbul from the 1950’s to present day. The Museum of Innocence will be located in the Çukurcuma district.
- **Traditional Turkish Book Arts & Modern Masters; October 30 to December 31, 2010** – This Istanbul Book Fair at the TUYAP Fair, Convention and Congress Center reveals the work of the Turkish modern masters working in the field of book arts with a look into calligraphy, ornamentation and “ebru” or paper marbling a method of aqueous surface design, which can produce patterns similar to marble or other stone, hence the name.

Istanbul 2010 – Music

- **Avro Pärt’s “Adam’s Lament” for Istanbul; June 7, 2010** – The famed Estonian classical composer, Arvo Pärt, has created a special composition for the city of Istanbul, titled *Adam’s Lament* which will be performed at the Aya İrini Museum on June 7, 2010. Since the late 1970’s, Pärt has been working in a minimalist style that employs a self-made compositional technique called *tintinnabuli*. His music also finds its inspiration and influence from the Gregorian chants.
- **U2 360° Concert; September 6, 2010** - The legendary rock band U2 will be on stage to help celebrate Istanbul 2010 at the Atatürk Stadium, Turkey’s largest arena on September 6, 2010. The

concert is organized by LiveNation in collaboration with the Istanbul Foundation for Culture, Arts and Pozitif. Visit U2's tour website for times and ticketing details: <http://www.u2.com/tour/>

In preparation for 2010, the city also has made major renovations to landmark attractions and opened new museums. These include refurbishing the Atatürk Culture Center and opening the Maslak Cultural Center as a new venue for performing arts; initiating a Frank Gehry-designed opera house; renovating the famous Topkapi Palace museum and one of the world's most famous churches and mosques, Hagia Sophia; and restoration of numerous monuments.

Visit www.istanbul2010.org or www.goturkey.com for more information on "Istanbul: 2010 European Capital of Culture" events. Dates and times may vary so check back frequently to verify.

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FOR IMMEDIATE RELEASE

**TURKEY KICKS OFF SUMMER ADVERTISING CAMPAIGN IN TIMES SQUARE
Newest Big Screen Billboard will Feature Dynamic Videos of Turkey from July -
September**

New York, NY (July 12, 2010) – This summer Turkey is taking Times Square by storm, making a major push for tourism in New York City with two months of video images of Turkey from July 8-September 1, 2010 as well as New Year's Eve. Turkey's videos are the first to appear on the new Sony/News Corporation 30 x 40 foot screen with the latest in big screen technology located at 43rd Street facing north. They will also be shown on New Years' Eve.

The dynamic images range from fascinating, upscale experiences in Istanbul to millennia-old ruins and spectacular natural wonders throughout the country, showcasing Turkey as an eclectic destination with exciting cities, amazing historical landmarks and an attractive blend of tradition and modernity.

The Times Square ads will be shown 18 hours each day from 7AM until 7PM and 8PM until 2AM to approximately 1.6 million New Yorkers and Times Square visitors from around the world. Appearing in 8 minute segments each hour, Turkey's is the largest advertising campaign on this screen, with 16,000 commercial exposures over eight weeks. The displays direct onlookers to the destination's www.goturkey.com website for more information. They can also be viewed via [web cam](#).

"Turkey is so diverse and visually appealing that the bigger the screen the better so the large video screen displays in Times Square are ideal," said Nihan Bekkar, Director of the [Turkish Culture and Tourist Office](#) in New York. "The videos showcase the beauty and variety of tourism experiences that Turkey offers to residents of the New York area as well as tourists visiting Times Square."

Turkey is one of the few European countries to see an increase in American travelers in recent years. Comparing the first 5 months of 2010 to 2009, Turkey has seen a 4% increase in visitors and is marketing itself aggressively to continue to build its visibility and brand in the US. Other components of the 2010 marketing campaign include advertisements on television, in print (nationwide glossies, the travel sections of leading metro dailies, travel trade media), outdoor ads on Double Decker Buses in New York and an online campaign utilizing leading travel information web sites.

EDITOR'S NOTE: High-resolution photography available

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