

PRESS RELEASE

15 September 2010

Paris, 15 September, 2010 – Club Méditerranée today announced the sale of its 3-Tridents resort in Sestriere. The disposal is part of the Group's strategy of moving its Italian resorts upmarket, initiated yesterday with the launch of the 5-Tridents project for the Cefalu resort in Sicily.

Located on the internationally famous Via Lattea ski area, the 267-room, two-building resorts in Sestriere was sold to Italian hotel and tour operator Aurum. Owned by the Naples-based Orofino family, Aurum Hotels operates 13 seaside hotel complexes, mainly in Sardinia and Campania.

Built in 1931 and acquired by Club Med in 1975, the historic Sestriere resort no longer met 3-Tridents resort standards and, given its architectural features, could not be cost-effectively upgraded.

Club Méditerranée has confirmed the strategic importance of Italy as a destination, which it feels has considerable upmarket and luxury potential. Its redevelopment will begin with the opening, in July 2012, of the new 5-Tridents village in Cefalu.

In line with this strategy, a number of other sites are being considered for future projects.

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