



Media Contact:

rbb Public Relations

Maite Velez-Couto (305) 448-1923
maite.velez-couto@rbbpr.com

Puerto Costa Maya

Cesar Lizarraga 52 (998) 267 7700
U.S. phone (305) 803-4495
clizarraga@puertocostamaya.com

COSTA MAYA BEGINS REBUILDING PROCESS

Port Looking Forward to a Speedy Recovery after Hurricane Dean

Cancun, Mexico – September 10, 2007 – Costa Maya, Mexico’s fastest-growing destination and cruise port, has confirmed it will resume operations by September 2008. The announcement was made by Cesar Lizarraga, Costa Maya’s director of sales and marketing.

After a thorough evaluation of the damages caused to the destination and port facilities following the recent passing of Hurricane Dean, Costa Maya officials have determined that twelve months are necessary for rebuilding, and providing an enhanced experience to its guests.

According to Lizarraga, Costa Maya has been working closely with all pertinent government agencies to secure the necessary permits to immediately begin the reconstruction process. Starting Monday, September 17, 2007, the first phase of reconstruction and cleanup of the port facilities and pier will begin, and will focus on returning ship berthing positions one and two to full operational mode by September 2008. Reconstruction of the port’s third berthing position will follow with an expected completion by early 2009.

Costa Maya officials are currently meeting with its cruise industry partners to reevaluate ship schedules and to discuss their timely return to the destination.

“We are excited to start discussing our return to Costa Maya’s shores,” said Vicki Freed, Senior VP of Sales and Marketing for Carnival Cruise Lines. “Carnival is very supportive of Costa Maya’s rebuilding, and our guests will be happy to see it back on our itineraries as soon as possible. Temporarily, we are adjusting our scheduled Costa Maya visits to other ports in the region.”

In addition, the rehabilitation and improvement of Mahahual, the beachside town that surrounds Costa Maya, has already begun. Presently, one hundred workers are conducting clean-up of the beach and small fishing village. Restoration of services, including phone lines and electricity, are already underway. The rehabilitation project, funded with 18 million Mexican pesos or more than 1.5 million U.S. dollars by Fonatur,

Sectur and the Government of Quintana Roo, also includes the creation of a new boardwalk along Mahahual's beach. Fonatur's announcement with specific development plans is expected by the end of the month.

Since developing Costa Maya in 2001, the Hamui family has collaborated with the local government to improve Mahahual's infrastructure. Together, they have paved roads, brought electricity and phone services to the area, and have constructed hundreds of homes for those who live and work in the region.

Located on the southern Yucatan Peninsula near the border of Belize, Costa Maya is sheltered by the world's second largest coral reef and currently attracts all the major cruise lines to its shores. Costa Maya features a hotel, a wide variety of land and sea excursions, and port facilities consisting of three berthing spaces and a 70,000 square foot state-of-the-art Mayan entertainment complex that showcases the region's colonial heritage with all of today's modern conveniences. To learn more about Costa Maya, its many excursions and unmatched beauty, please visit www.costamaya-mexico.com or call 011 52 (998) 267 7700.

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