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**AMERICAN EXPRESS LAUNCHES BRAND-NEW MARKETING CARIBBEAN PROMOTION  
- Campaign promotes visitor spend -**

**MIAMI, Florida, June 17, 2007**— American Express announced the launch of a new promotion in the Caribbean region at the opening of the Caribbean Hotel and Tourism Conference (CHTC), presented by the Caribbean Hotel Association and American Express.

Dubbed “Live. Taste. Explore,” the program creates a distinctive and dynamic “destination experience” for American Express Cardmembers through unique merchant offers and experiences. “We want to bring a genuine enhanced experience and have chosen offerings carefully to include true values and activities that appeal to the traveler’s senses,” said Dianelys Rodríguez, VP Destination Business Development, Establishment Services International, American Express.

The campaign also benefits the local economy in participating destinations by stimulating the expenditures of visitors and promoting increased business; these in turn boost the economic well-being of workers, local entrepreneurs, professionals, service providers, and other economic sectors. “American Express merchants that participated in the pilot experienced 14% YOY growth compared to 6% growth for the merchants in the control group,” explained Rodríguez.

The promotion is supported by a US\$.5 million investment from American Express in marketing. Participating destinations for 2007 are: Cancun, Cayman Islands, Cozumel, Puerto Rico, and Riviera Maya.

In addition to the “Live. Taste. Explore” initiative, American Express has continued supporting destination-specific campaigns developed jointly with national tourism boards, hotel associations, and other partners: Cayman Summer Splash 2007, Discover the USVI, Discover Bermuda, and Discover Aruba.

Furthermore, American Express has signed on as a private sector Charter Partner of the Caribbean Tourism Development Company (CTDC), the joint venture launched by the Caribbean Hotel Association and the Caribbean Tourism Organization to market the Caribbean brand worldwide. As part the partnership, American Express’ Consumer Travel Network (CTN), the American Express travel agency network in the United States, will incorporate the new Caribbean brand logo in its marketing and promotion efforts to more than 600 travel agencies and call centers in North America.

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The American Express marketing portfolio in the Caribbean is completed with “Beyond the Beach – An American Express Caribbean Exclusive.” In its fifth consecutive year, *Beyond the Beach* features all Caribbean destinations in American Express’ “Official Card” program. These include Anguilla, Antigua & Barbuda, Aruba, The Islands of The Bahamas, Barbados, Bermuda, British Virgin Islands, Cayman Islands, Dominican Republic, Jamaica, Puerto Rico, St. Lucia, St. Martin/Saint Maarten, Turks & Caicos, and Cancún, Cozumel and the Riviera Maya in the Mexican Caribbean.

American Express entered the travel agency business in 1915 and today is one of the largest global travel agency networks. American Express Company ([www.americanexpress.com](http://www.americanexpress.com)) is a leading global payments, network, travel, and banking company founded in 1850.

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