

Azul Hotels by Karisma and Fisher-Price(R) Launch Azulitos Kid's Program at Gourmet Inclusive Properties

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Exclusively Designed Play Space, Toy Library and Kid's Check-In Enhance Vacation Experience for Families Traveling with Young Children
Azul Hotels by Karisma, a premier collection of Gourmet Inclusive(R) properties located throughout the Riviera Maya, Mexico, today announced a relationship with Fisher-Price(R), a worldwide leader in infant and pre-school toys and subsidiary of Mattel, Inc. ([NYSE:MAT](#)) headquartered in East Aurora, N.Y. Azul Hotels and Fisher-Price will create the Azulitos Kid's Program, a play program dedicated to children under five years old. Azulitos will open in conjunction with Azul Hotels' new family-friendly properties - Azul Sensatori Hotel, by Karisma (October 1, 2008) and Azul Fives Hotel, by Karisma (December 1, 2008) in the Riviera Maya. Azulitos Kid's Program will also be featured at Azul Beach Hotel, by Karisma, a hip boutique property for families located on a nine-mile stretch of secluded white sand beach, Bahia Petempich.

“We are thrilled to be working with Fisher-Price to enhance the guest experience at Azul Hotels by Karisma for young children and their families” said Mandy Chomat, vice president of sales and marketing for Premier Worldwide Marketing, exclusive representatives for Azul Hotels by Karisma. “Fisher-Price is one of the most recognized and trusted names for parents everywhere. We are excited to team up with such a respected and valued company”;

“Fisher-Price looks for partner brands that are committed to enriching experiences for families, and Azul Hotels are designed especially to bring family members together” said Kevin Curran, general manager and senior vice president at Fisher-Price. “They have a number of unique family playtime offerings that resonated with us, such as s'mores parties and sandcastle building contests. Our goal is to help create even more memorable family bonding moments at their properties with experiences like our fun, themed playgroups and an exercise program for mom and baby”;

The Azulitos Kid's Program, designed exclusively for Azul Hotels by Fisher-Price, begins at check-in, when parents receive a colorful brochure detailing services and fun-filled adventures available during their stay. Children are given their own scrapbook-like activity booklet filled with games and areas to chronicle their favorite moments throughout the vacation. Azulitos Kids will also be directed to the Jugueteca, a Toy Lending Library where they can check out the coolest Fisher-Price toys for complete entertainment.

All kids love down-on-the-floor playtime, and they will not be disappointed when they enter the Azulitos Kid's Club Room, a play space designed exclusively for Azul Hotels by Fisher-Price. The colorfully decorated Azulitos Kid's Club Room will be a favorite haven for children under five to have fun and interact together without older kids around. The room will also be used for Fisher-Price playgroup sessions where parents or grandparents can enjoy themed events with the kids like Ritmo de la Manana (active beat) with Fisher-Price musically oriented toys for babies 6 to 18 months; Mundos Maravillosos (marvelous worlds) with Little People(R) toys for toddlers 18 to 36 months, and Planet Heroes(TM) Aventuras Azules (solar adventures) for kids three to five years old.

There are more surprises outdoors. Exercise-minded moms can borrow a jogging stroller and join Mom's Morning, a jogging/yoga program designed especially for mothers and their babies. Mom's Morning will start the day with a refreshing exercise program and healthy breakfast spread of granola, fruit, yogurt and other good-for-you treats.

In addition to its Azulitos Kid's Program, Azul Hotels by Karisma feature a variety of Gourmet Inclusive offerings catering specifically to families such as kid's clubs, teens clubs, kid's splash park, face painting, pinata parties, DVD library with free popcorn, and a playground, among others. At Azul Sensatori Hotel, families will enjoy suites that comfortably sleep two adults and three children, or three adults and one child. Groups traveling together can take advantage of guaranteed connecting suites. Azul Fives Hotel offers families one-, two- and three-bedroom suites accommodating up to eight people. Azul Beach Hotel boasts three pools, beach butler service with ample beach beds, and a fresh fish market where families can choose their catch to be prepared by a chef during a beach barbecue. Azul Hotels by Karisma also provides parents with strollers, cribs, monitors, bottle warmers, baby bathrobes, Gourmet Gerber for babies and toddlers, and free childcare one night a week so parents can drop off their kids at the Kid's Club and enjoy a romantic evening.

To become an owner at Azul Five please contact us at 1-800-961-7808 or visit www.FivesMexico.com

Reservations at Azul Hotels by Karisma can be booked through a Gourmet Inclusive Vacation Consultant or by calling 1-888-280-8810 or visiting www.azulhotel.com . Guests can call to learn more about a special 20 percent discount off their stay at Azul Sensatori and Azul Five Hotels by Karisma.

