

For Immediate Release

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Phuket, Thailand

Laguna Phuket Announces Title Sponsorship of the Laguna Phuket International Marathon 2007



Phuket International Marathon 2006 Fun Run start
High resolution image available at <http://www.lagunaresorts.com/~ftpdm/Pictures/FunRun.jpg>

Laguna Phuket, Asia's finest destination resort, is proud to announce that it has signed on as title sponsor and official host of the Laguna Phuket International Marathon 2007, which will take place at the resort complex on 17 June.

Laguna Phuket is a holiday paradise with hotels linked by sparkling lagoons and three kilometers of beach frontage; its name is synonymous with the beauty of the Andaman region and is therefore the perfect sponsor for the event. Taking place on 15-17 June 2007, during the traditional low-season, the event will encourage Phuket's tourism industry to thrive throughout this typically quieter time.

Organised by Go Adventure Asia, the Laguna Phuket International Marathon 2007 expects to welcome some 4,000 participants, including 1,500 runners from approximately 40 different countries to participate in this year's event, following the success of the inaugural Phuket International Marathon last year.

"With the large number of participants and the worldwide media exposure received last year, we fully believe that the event is destined to be the most successful destination marathon in Southeast Asia and we are extremely proud to be supporting it," commented Michael Ayling, Managing Director of Laguna Resorts & Hotels Plc.

"Laguna Phuket has been instrumental in making the Phuket International Marathon a reality in 2006 and the increased level of sponsorship proves that Laguna Phuket understands the significance of the event for Phuket and the potential it represents in terms of attracting tourism," commented Raimund Wellenhofer, the marathon race director.

A series of events will kick-off on Friday 15 June starting with a 2-day expo featuring sponsor booths and a number of activities. Race day on 17 June will comprise a 42k Marathon, a 21k Half-marathon, a 10k Fun Run, a 1k Kids Run and, new this year, a 5k Walk.



Kids Run start, Phuket International Marathon 2006
High resolution image available at <http://www.lagunaresorts.com/~ftpdm/Pictures/KidsRun.jpg>



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The 42k Marathon's flat, scenic course will start and end at the Y-Junction entrance to the Laguna Beach Resort within the Laguna Phuket complex, passing through lush tropical rainforests and rubber plantations and local villages, heading north towards Nai Yang beach, before turning back to Laguna Phuket.

Participants in any of the races at the Laguna Phuket International Marathon are also encouraged to take part in fundraising for charity, whether it is a charity of their choice or HOPE *worldwide* Thailand, the event's official charity. HOPE *worldwide* Thailand supports and promotes activities of the Department of Public Welfare and the Ministry of Social Development. Each participant taking part in the fundraising effort is to pledge to raise a certain amount of money for the charity at the same time that they pledge to compete in one of the races on 17 June.

For more information and online registration, please visit the official event website at www.phuketmarathon.com or email info@phuketmarathon.com.

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Note to the Editor

Laguna Phuket is Asia's finest destination resort, a collection of deluxe hotels: Banyan Tree Phuket, Dusit Laguna Resort, Laguna Beach Resort, Sheraton Grande Laguna Phuket and Allamanda Laguna Phuket, which all share 600 acres of tropical parkland and three kilometres of beach frontage with the Laguna Phuket Golf Club, Canal Shopping Village, Banyan Tree Spa, four Angsana Spas, Laguna Wedding Chapel and Quest Laguna Phuket Adventure, a leading corporate training and outdoor recreation facility.