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CONSTRUCTION PROGRESSES ON THE BRANDO

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Luxury Eco-Resort Slated to Open in Late 2012 on Marlon Brando's Private Island, Tetiaroa

TETIAROA, FRENCH POLYNESIA (August 20, 2010) – Located on the French Polynesian island of Tetiaroa and a product of the late Marlon Brando's vision, construction on **The Brando** is progressing steadily with completion slated for late 2012. Pacific Beachcomber, S.C., developer of the highly anticipated resort, is proud to report a number of updates.

Government Support

The President of French Polynesia, Gaston Tong Sang, recently made an official visit to Tetiaroa for a tour of The Brando construction site. Organized by Richard Bailey, CEO of Pacific Beachcomber S.C., and friend of the late actor, the trip was designed to share progress of the project's construction with the President and his Minister of Environment, Jules Ienfa, as well as to underscore the facility's impressive potential for the region in the areas of tourism and employment, and as a regional showcase for best practices in sustainable development.

"President Tong Sang was impressed both by the progress of the project and by the overall concept for The Brando. He also expressed the positive impact the resort will bring to French Polynesia, creating jobs and adding an exciting new dimension to its tourism industry," said Bailey.

Sustainability

Sustainability remains at the forefront of construction efforts and progress. Pacific Beachcomber remains committed to the goal of attaining LEED Platinum certification (Leadership in Energy and Environmental Design) from the U.S. Green Building Council (USGBC). Pacific Beachcomber hopes to make Tetiaroa a prototype for sustainable development in the hospitality industry.

In striving to achieve carbon neutrality, The Brando will produce as much energy as it consumes—or more. The two principal renewable energies that will be used on the island include solar panels and bio-fuel generators. The photovoltaic (solar) panels will be installed alongside Pacific Beachcomber's new airstrip which was completed in May 2010. The balance of the energy demand will be sourced using bio-fuel.

A fundamental component of Tetiaroa's goal of energy autonomy is the installation of a seawater air conditioning (SWAC) system, which uses cold water pumped from 930 meters (nearly 3,000 feet) below the surface to cool the water used in the resort's air-conditioning system. Given the year-round tropical climate in French Polynesia, air conditioning can account for up to 50% of electricity consumption. SWAC significantly reduces the demand for electricity and will further Pacific Beachcomber's goal of creating a 100% renewable energy community. This will be the second industrial SWAC system in the world, the first is located at the InterContinental Bora Bora Resort and Thalasso Spa, which is owned by Pacific Beachcomber. The Bora Bora system has saved approximately 2,500 tons of carbon dioxide per year since it was installed in 2006.

Additionally, plans for The Brando call for an innovative wastewater management system that would filter liquid wastewater into water usable for irrigation.

Landscaping

Landscaping efforts are well underway on the atoll. The master plan for Tetiaroa includes a substantial landscaping program aimed at caring for existing vegetation while also reintroducing various plant species on Onetahi (one of the islets, or motus, of Tetiaroa) that are native to the island, predating even the presence of the first Polynesian. Pacific Beachcomber intends to recreate the island's original landscape, and nearly all plants that are currently being cultivated are already found on the motus of Tetiaroa. The landscaping program on Tetiaroa is a continual effort that will ultimately be incorporated into the ongoing management of Tetiaroa. Staff will be knowledgeable about the motus' flora, and guests will be able to see and experience its natural beauty throughout the island.

Tetiaroa Society

Pacific Beachcomber is proud to announce its participation as a founding member of the newly created non-profit, "Tetiaroa Society." Tetiaroa Society is dedicated to research, conservation and education related to the unique and delicate ecology of the island. The non-profit's goal is to create a scientific and educational window into the biodiversity of Tetiaroa, and raise public awareness regarding its fragile ecology. Tetiaroa Society is named after The Royal Society of London which financed James Cook's first expedition to the islands. One of Captain Cook's objectives on this voyage was to observe the transit of Venus. He made his observation from Tahiti and named that island group the "Society Islands" after the Royal Society.

Pacific Beachcomber is building a research facility on Tetiaroa which shall be donated to Tetiaroa Society. In keeping with Marlon Brando's wishes, students and scientists will have access to the facility for onsite research and education. In addition, another founding member of Tetiaroa Society, Brando Enterprises, which stands



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strongly behind Pacific Beachcomber's project, has committed \$100,000 in support of Tetiaroa Society's conservation and educational activities.

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In 2005, after conducting a great deal of due diligence, Brando Enterprises entered into an agreement with TBSA and Richard Bailey for the creation of The Brando on Tetiaroa. Today, Brando Enterprises continues to work closely with TBSA, Richard Bailey and the Brando Beneficiaries to ensure that The Brando is built according to Marlon's original dreams for his island. Brando Enterprises is also actively involved in the overall management of Tetiaroa and firmly believes that the future of Tetiaroa is very bright. Brando Enterprises is confident that Marlon would be very proud of the progress that has been made to secure a bright and positive future for Tetiaroa.

Residences

The Brando will also offer a real estate component, selling 25 residences located on the Eastern shore of Motu Onetahi. Further details will be announced in 2011.

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About The Brando

The exclusive resort will be the only hotel on Tetiaroa, the former playground of Tahitian Kings in French Polynesia's idyllic islands. Purchased by Marlon Brando in 1965, Tetiaroa is a 13-island chain circled by a coral reef offering a tranquil and pure paradise 35 miles from the island of Tahiti. The Brando is a product of Brando's vision to create a project which will resonate with visitors and also foster opportunities for guests to get to know both the place and the people of French Polynesia. The Brando will feature: 47 deluxe bungalow villas (each with private plunge pools), a spa, fitness center, community pool, as well as various island activities including scuba diving and archaeological tours of royal Tahitian sites.

About Pacific Beachcomber

With more than 25 years of experience in the French Polynesian tourism market, 630 hotel rooms and 166 cabins, Pacific Beachcomber, S.C. (www.pacificbeachcomber.com) is the country's largest luxury hotel and cruise operator. In addition to the recent acquisition of the m/s Paul Gauguin (www.pgcruses.com) luxury cruise vessel, Pacific Beachcomber operates six award-winning hotels (tahitiresorts.intercontinental.com): InterContinental Tahiti Resort, InterContinental Bora Bora Le Moana Resort, InterContinental Bora Bora Resort & Thalasso Spa, InterContinental Moorea Resort and Spa, the Maitai Bora Bora and the Maitai Rangiroa (www.hotelmaitai.com).

For additional information on The Brando, please visit www.tetiaroa.pf.

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