

caribbeanliving

beyond the beach™

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FOR IMMEDIATE RELEASE

Caribbean Living Magazine Celebrates Expanded Distribution Luxe lifestyle publication breaks the new publication paradigm with early success

Plantation, FL, September 4, 2008 -- *Caribbean Living*, the luxury travel and lifestyle magazine (CaribbeanLivingMagazine.com) that takes readers *beyond the beach*™ to the best of this vibrant region, continues to assert its status as a must-read source of information and insight. Launched in April of this year, the quarterly has announced a distribution deal with The News Group, the nation's second-largest magazine and book wholesaler. The deal expands the audience enjoying the magazine's unique savvy and savoir-faire to new premiere distribution points in the eastern U.S., including outlets in New York, Miami, Fort Lauderdale and Atlanta – all key markets for the top-tier targeted publication.

"For any new magazine, and in particular for those in the highly demanding luxury segment, the kind of rapid growth we're enjoying is rare," said publisher Peta Phipps in announcing the distribution agreement. "We're thrilled and extremely proud that *Caribbean Living* has connected so superbly with our readership."

Caribbean Living offers revelations of the finest travel, lifestyle, art, cuisine and culture of the Caribbean through the eyes of the artists, entrepreneurs and aficionados that are increasing the inspiration of luxury living throughout this diverse region.

The showpiece of each issue is a celebrity travelogue, chronicling the experiences that inspire, intrigue and invigorate them on their voyages of Caribbean discovery. Actor-heartthrob Scott Bailey explored Exuma in the Bahamas in the premiere issue, actress Jessica Morris recounted recollections of the Dominican Republic in the second, and the August 2008 number is graced by Victoria Rowell.

Phipps points out that the publication places a premium on discovery of unique travel and lifestyle experiences in the region. Future features include:

- unforgettable resorts with distinct style, spectacular scenery, superlative levels of service and amenities
- spas that go beyond the expected with uncommonly rejuvenating treatment experiences
- a yacht experience in every issue, capturing the thrills and relaxation of sailing the Caribbean blue

She also underscores that “the essence of the magazine is to take our readers off the beaten path to the heart of a destination,” adding “along the way we’re inspired by the most incredible people and places, endlessly surprised by the treasures we discover.”

Publisher Peta Phipps launched the magazine to focus on the luxury segment of the region’s offerings, having established herself as a leading figure in the marketing of the region’s travel and tourism industry from her base in South Florida. The publication benefits from the extensive network Phipps has developed through more than two decades of luxury segment experience in markets in the Caribbean, U.S. and Europe.

“This publication was an inspired idea, long overdue,” observes Josef Fortsmeyer, Managing Director of Jamaica’s celebrated Round Hill Hotel and Villas Resort. “The common understanding of the Caribbean experience has traditionally been predominantly one of little more than sun, sand and sea. Every page of *Caribbean Living* celebrates a rich, distinctive lifestyle and culture that rivals that of premiere luxury destinations across the globe.”

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ABOUT CARIBBEAN LIVING MAGAZINE: *Caribbean Living* is the magazine takes readers on an inspirational exploration of the finest of luxury travel, lifestyle, culture, cuisine and arts of this diverse and dynamic region. With a focus on the premium market segment, the publication takes readers *beyond the beach*[™] on an insider’s track to the most exclusive, enticing and exhilarating experiences of the archipelago. Each issue of *Caribbean Living* also features an exclusive celebrity travelogue. CaribbeanLivingMagazine.com