

Announcement to all Resorts ,Travel agents and Tourism related companies.

Maldives is competing in the "New Seven Wonders of Nature" campaign.

Dear Sir/Madam,

The Maldives has been nominated as one of the finalist competing for "New Seven Wonders of Nature". The third phase of the New7Wonders of Nature is now underway, and you can vote Maldives from the 28 official finalists. Voting will continue throughout 2010 and 2011. The result of over 1 billion votes will reveal during the Official declaration event in 2011.

This national level campaign is an excellent opportunity for the Maldives to be portrayed as one of the natural beauty of the World. We are planning to have different events and activities to promote the campaign locally as well as internationally. As the main beneficiary of this campaign will be the tourism industry of the Maldives, we request the tourism industry to join this important campaign by doing their own activities as well as with tour operators to make this a success. You may also give the message directly to all the guests arriving to the resorts and helping them to vote by placing a special PC in the reception area for this campaign, so that they could vote during their stay in Maldives.

With the kind assistance and cooperation from the tourism industry of Maldives, We would like to call all the fans and well wishers of Maldives to join our effort to make Maldives as one of the Natural Wonders of the World. Please start voting now for Maldives by visiting www.visitmaldives.com or by visiting the official voting website directly www.vote7.com/n7w . In this regard, we would appreciate if you could place the attached official banner in your website and link the banner to the official site of New7 Natural Wonders, so the visitors to your website could vote Maldives to become one of the Natural Wonders of the World.

For our records, please inform us once you have placed the banner in the home page of your website. Also we would appreciate if you could keep us informed of the activities that you will be organizing for this campaign.

Thank you for the continuous support and cooperation given to promote the Maldives as a destination.

Warm regards from MALDIVES...the sunny side of life

MALDIVES TOURISM PROMOTION BOARD