



PRESS RELEASE

Mark the dates for 2010: Sam's Tours comes with a full bag of surprises

Diving, exploring, adventure and fun – Sam's Tours has it all!

Koror/Munich, January 23, 2010 – Sam's Tours, Palau's premier dive center, is celebrating its 20th anniversary in 2010. Reason enough to pack the annual calendar with exciting and fun events. Join the party above and below water!

Sam's 20th Anniversary year will kick off with an exclusive, tailor-made video event not to miss: Join Sam's Tours and Ocean Wonders from April 5 to 11 for the Photo-Video Workshop hosted by award winning filmmaker Dr. Nick Martorano. For more information on the 7-day underwater video workshop with Nick Martorano, Ph.D., please visit

http://www.oceanwonders.org/UW_video_workshop_Apr2010/Index.html

Palau is blessed with pristine and unspoiled nature – above and below the water's surface. Reason enough for Gunther Deichmann, one of Austral-Asia's most accomplished photographers and photo-journalists, to re-visit Palau again and again. Join Sam's Tours and Gunther from June 18 to 25 for an exclusive GD Photo Workshop. Gunther will lead a fantastic Journey through Color & Time. Learn more about Palau, the people, and unique ways of life you will encounter. Improve your photography as you study side by side with Gunther Deichmann.

For more information, please visit:

<http://www.deichmann-photo.com/gdphotoworkshop/>

Feeling you may be bored in September? Not any longer! Join Dr. Erich Ritter, Shark Behaviorist, from September 23 to 28 in Palau and attend his unique SharkSchool™ program: For the first time ever, SharkSchool™, a unique shark-human-interaction program, will take place in Palau in September 2010 with Sam's Tours as their exclusive host. Created by noted shark behaviorist Dr. Erich Ritter, the program is dedicated to bring divers, snorkelers and swimmers closer to sharks, with the intention to show the true nature of these incredible animals. The SharkSchool™



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program creates a sound understanding of shark behavior and teaches participants the basic principles of shark body language, the most likely intentions of a shark, and how to react to the various encounters. For more information please visit these links:
<http://www.sharkschool.com>

<http://www.tourism-unlimited.com/presslounge/SamsTours/sharkschool2010.html>



The hype is growing and October is approaching fast... the month of Sam's Tours 20th anniversary. Twenty years of excellence in diving and excursions are a proud reason to celebrate – join the fun! From October 2 to 9 – Sam's Tours 20th Anniversary Bash will rock the islands – for sure!

Sam's Tours 20th Anniversary Week kicks off October 2 and runs thru Oct 9, 2010. Plans call for action-packed and fun-filled, dive, snorkel, kayak and other tour days, afternoon "sundowners" at Bottom Time Bar & Grill with friends new and old, lots of stories true and untrue, and the pleasure of the company of some very special legends of the sport of scuba-diving! And of course, Sam's Tours planning the party of the year in Palau: SAM'S 20th ANNIVERSARY BASH!

After its success in 2009, Sam's Tours is proud to host the 2 time Emmy Award winning Kids Sea Camp Palau for a second year. This family program will take place November 20 to 27. Join Sam's Tours, Palau Royal Resort and Kids Sea Camp for another fun-filled and educational adventure week for the entire family. The program includes action packed activities for all ages:

SASY Program (Supplied Air Snorkeling for Youth) Ages 4 to 7; PADI SEAL Team Program for Ages 8 and up; and PADI Junior Open Water Program for Ages 10 to 15; Teen Certified Diving Program and Adult Diving and Non Diving Programs. For more information, please visit:

<http://www.kidsseacamp.com/palau/palauhomepage.html>



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Throughout 2010, Sam's Tours guests will have a chance to win great prizes in weekly and monthly drawings and will be registered for a chance to win a TRIP OF A LIFETIME TO PALAU:

Grand Prize includes

Roundtrip Tickets to Palau for Two on Continental Airlines

7 Nights Luxury Hotel Accommodations

All the Dives & Tours Two Can Handle

Lots of Extras!

Dermot Keane, Managing Director of Sam's Tours says: "We are not Palau's first, but we are Palau's premier dive centre. Through our 20 years of existence, we have proven that we first and foremost care about customers, quality and a great vacation experience. We are grateful to all our loyal repeat customers as well as to first time guests. In 2010, we would like everybody who spent a vacation with us or who is looking at Palau as the next dream destination to join us in our celebration of 20 years of excellence. We want every customer to have the time of their life in Palau and this year is the best chance to enjoy it."

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About Sam's Tours

Sam's Tours is an independent 5* PADI National Geographic Dive Center and eco-adventure tour company based in Malakal Harbor, Koror, Palau. Offers include scuba dive trips, snorkel trips, rock island tours, land tours, kayak trips and sailing charters. The well-equipped dive center offers the complete range of scuba experiences from introductory Scuba programs through PADI Instructor certification and includes a digital photography and videography shop, technical diving services like rebreather support, authorized Scubapro and Aqua Lung sales & service. Sam's Tours offers complimentary Nitrox up to 36% with proof of certification. Sam's Tours is a leader in efforts to protect the archipelago's natural resources and the only Palau dive center to receive the Palau Conservation Society „Corporate Partner in Conservation 10 Year Award“. Sam's Tours is also a corporate sponsor of the Palau Shark Sanctuary Fund. Sam's Tours is a member of Quality Divers, a dive network promoting a common set of quality standards by its associated members.