



PRESS RELEASE



Happy birthday: Sam's Tours celebrates its 20th anniversary

20 years of customer excellence in diving

Koror/Munich, January 23, 2010 – Sam's Tours, Palau's premier dive center, is celebrating its 20th anniversary in 2010. Founder Sam Scott is proud about the development

Renowned Sam's Tours, Palau's premier dive center, is celebrating its 20th anniversary in 2010. Founded in October 1990 by Sam Scott, the dive center has developed an internationally renowned reputation as the top dive center in Palau and one of the best in the world.

Sam Scott, stepson of Palau's Paramount High Chief, recalls: "I started with one small boat and a dream. From the beginning we strived to give our guests the dive vacation of a lifetime by providing excellent customer service, a high quality knowledge based experience and to be the safest dive operation. Looking back at the early years and where we stand today, I am proud of our achievement, the team behind Sam's Tours and our guests that we consider the 'Sams Family'. We have developed into a full service provider, offering accommodation, transfers, diving, excursions and a great vacation experience to our customers. Yet, my aim in our 20th year of operation is not to look back at the accomplished, but to ensure that we continue to strive for excellence in our service to the customers. With the strong team and structure in place, I feel that we are well prepared for the next decade and for the development in tourism Palau is going to experience."

Throughout the year, several activities and events will take place to celebrate the anniversary! There will be events and give aways all year culminating in Sam's Tours 20th Anniversary Week that kicks off October 2 and runs thru Oct 9, 2010. Anniversary Week plans call for an action-packed and fun-filled week full of, diving, snorkeling, kayaking and other tours, afternoon "sundowners" at Bottom Time Bar & Grill with friends new and old, lots of stories true and untrue, and the pleasure of the



PRESS RELEASE

company of some very special legends of the sport of scuba-diving! And of course, Sam's Tours is planning the party event of the year in Palau: SAM'S 20th ANNIVERSARY BASH!

Sam's Tours today consists of the dive base, Planet Blue for Kayak and land excursions, Bottom Time Bar & Grill for restaurant services, the Royal Belau Yacht Club operating Palau's private sector marina and the Digital Photo Center, operated by Oceanwonders.

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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.