



**PRESS RELEASE**

## **Sam's Tours: Appointment of Tourism Unlimited**

Munich, January 09, 2008 - Sam's Tours announced today the appointment of Tourism Unlimited to represent the Palau based dive base in Europe. Sam's Tours is a renowned PADI Five Star National Geographic dive base in the Palau archipelago, which is Micronesia's western most island chain. It has recently undergone a major revamp of its facilities and is now seeking to target more European customers. Says Dermot Keane, Managing Director of Sam's Tours: "Palau is probably one of the best kept destination secrets, even among divers. We are located in the crossroads where the enormous Pacific Ocean meets the Philippine Sea, creating one of the world's richest zones of marine bio-diversity." From challenging drift dives with shark & napolean wrasse encounters to the calm 'backyards' with plenty of colourful and beautiful soft corals, Palau has something to offer for every level of diver. Its rich history blessed the island group with some very interesting wrecks and the geological specialities of the region created the unique jellyfish lake.

"We want more Europeans to discover the unspoilt beauty of our island, above and under water", adds Keane. "Tourism Unlimited is the right partner for us blending tourism with diving expertise and we look forward to our first PR & Marketing partnership in Europe."

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**About Sam's Tours**

Sam's Tours is an independent PADI Five Star Dive 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.