



PRESS RELEASE

Sam's Tours Palau to join Quality Divers

Palau's premier dive base will expand Pacific portfolio for the dive network

Koror/Munich, February 03, 2009 - The members of Quality Divers have voted to accept the application of Sam's Tours, Palau's premier dive center and eco adventure tour company, to become a full member of its network. The main target of the international association of first class dive operators with currently 10 members, is to promote "Excellence around the world" in diving.

Quality Divers is an international network of dive bases adhering to the same principles of providing high quality and safe diving to their guests. Through its dive privilege card, guests enjoy benefits and discounts at the member dive bases. Dive bases participating in the network have to implement certain standards, such as minimizing the number of divers per dive guide to a maximum of 4, being ISO-certified, and be a committed member to the network.

Sam's Tours, founded nearly 20 years ago, offers diving, kayak excursions, land based tours and is home of the Royal Belau Yacht Club in Palau. The company has been elected as „Tour Operator of the Year 2008“ by Palau Visitors Authority. With 8 dive boats and 4 excursion boats, the dive center provides regular access to the top sixty dive spots in Palau as well as pristine lagoons accessible by kayak only. The underwater world of Palau is regularly on the list of the top 10 dive locations in the world to visit. In 1989, Palau was ranked and listed by CEDAM International as the ranking Number 1 Underwater Wonder of the World.

„The principles of quality and excellence in customer service Quality Divers stands for and the business philosophy in place at Sam's Tours are a natural fit. Both our staff and management agree wholeheartedly with the concept and we are proud to join the network.“ says Dermot Keane, Managing Director of Sam's Tours.



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Holger Schwab, founding member and spokesperson of Quality Divers adds: „With the addition of Sam’s Tours, we have become a major player to offer diving in the Pacific. With our existing members in the Philippines and Yap/Micronesia, we now have a well-rounded portfolio in this top-notch area for diving.“

For more information on Sam’s Tours please visit www.samstours.com

For more information on Quality Divers please visit www.quality-divers.com

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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.

About Quality Divers

The Quality Divers network was established in 2006 as the first dive network promoting a common set of quality standards by its associated members. Current members are Sinai Divers in Egypt, Najada Diving in Croatia, Sea Bees Diving in Thailand, Manta Diving Centre in Madeira/Portugal, Sea Explorers in the Philippines, Yucatek Divers in Mexico, European Diving School in France, Calypso Diving Centre in Gozo/Malta, Angel Fish Dive Centre in the Seychelles, Manta Ray Bay Hotel in Yap/Micronesia and Sam’s Tours in Palau. The members of this organization strive to achieve and maintain the highest level of standards in dive safety, quality and customer relations.