

FOR IMMEDIATE RELEASE:

Condé Nast Johansens Luxury Hotels & Spas Guide recognizes Clayoquot Wilderness Resort, British Columbia as an 'Environmentally Friendly Hotel'

New York, February 2009 -- Condé Nast Johansens, the international luxury hotel guide publisher, recently announced their decision to recognize 'Environmentally Friendly Hotels' in their *Recommended Hotels, Inns, Resorts & Spas - The Americas, Atlantic, Caribbean & Pacific*. *Clayoquot Wilderness Resort now proudly displays the symbol on www.johansens.com/clayoquot.*

The Condé Nast Johansens Guides are published for discerning travelers who seek top-quality facilities and services. They are **the** most comprehensive illustrated reference guides to independently owned hotels, inns, resorts, spas and conference facilities throughout the Americas, Great Britain and Europe, and the only guide books to carry the prestigious and widely-recognized Condé Nast seal of approval.

"We are responding to an ever growing market looking to support environmentally friendly hotels," said Lesley O'Malley-Keyes, Condé Nast Johansens Vice President and Publishing Director for the Americas. "Our inspection visits to hotels throughout the Americas in 2009 will include ascertaining the environmentally friendly practices and policies in place at each property. Hotels will have to comply with at least three of the criteria we set down in order to be able to display our new symbol on their guide page and on our web site identifying them as environmentally friendly to our readers"

Recommendations are selected for their individual charm, character and superior service, and only properties that meet the exacting requirements are included in the Guide. Condé Nast Johansens inspects each recommendation annually to ensure that it maintains high standards, and awards each included property the "Condé Nast Johansens Mark of Excellence" wall plaque as a sign of approval. The plaque is a guarantee of exceptional accommodations and serves as a valued endorsement for more than 13 million of the world's most discerning travelers.

The 2009 Americas Guide and web site, includes 342 recommendations laid out in a new easy-to-use format that greatly simplifies the independent traveler's task of selecting and booking accommodations by providing maps and detailed information about facilities, locations, rates and contact information. Additionally, the company web site, www.johansens.com, provides an extensive searchable database of *Recommended* properties, along with exclusive special offers and seasonal discounts.

Consumers can purchase Condé Nast Johansens Guides at leading bookstores and via the online bookstore at www.johansens.com. (2009 edition available in bookstores in December) Condé Nast Johansens promotes its Guides with an extensive media advertising program in such publications as *Condé Nast Traveler*, *Gourmet* and *Architectural Digest*.

About Condé Nast Johansens

Condé Nast Johansens is owned by Condé Nast Publications, a wholly owned subsidiary of Advance Publications and Condé Nast International, which publishes 72 magazines around the world including *Vogue*, *Condé Nast Traveler*, *House & Garden*, *Architectural Digest*, *The New Yorker*, *GQ*, *Tatler*, *Vanity Fair*, *Brides*, *Glamour* and *Wired*.

###

Media contact: Lesley O'Malley-Keyes 603.643.2430 Lesley_O'Malley@condenast.com