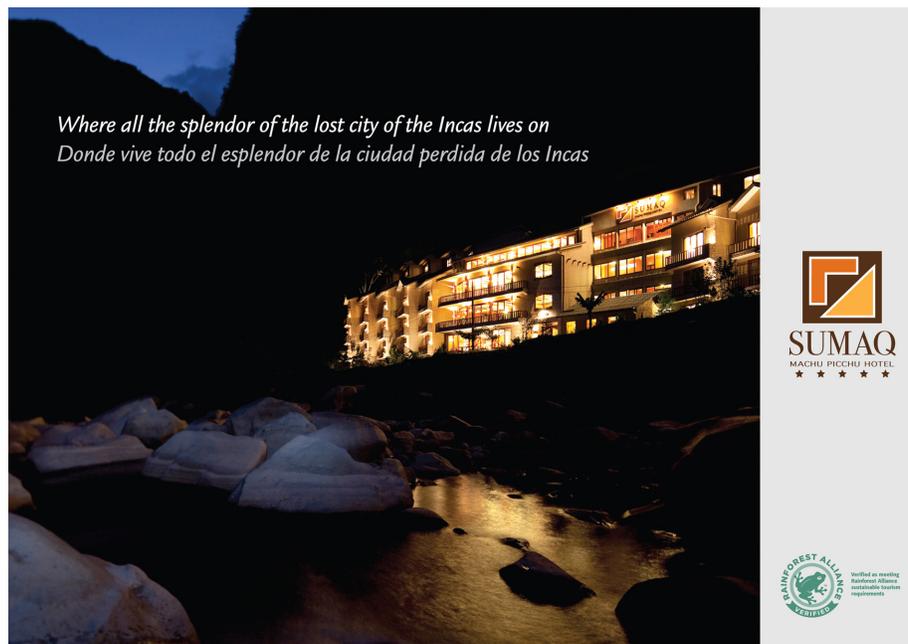




Rainforest Alliance Verified is the mark that distinguishes companies that have made significant, measurable strides with regard to sustainability.

SUMAQ MACHU PICCHU HOTEL OBTAINS THE RAINFOREST ALLIANCE VERIFIED MARK FOR SUSTAINABLE PRACTICES IN ITS OPERATIONS



Lima, March 30, 2011 - SUMAQ MACHU PICCHU HOTEL, located at the foot of the Machu Picchu archaeological site, which is considered to be part of the heritage of humanity, recently received the Rainforest Alliance Verified mark as a result of over two years of continuous work to comply with environmental and social standards, protecting wildlife and involving its guests and staff in sustainable practices.

“When consumers or companies see the new Rainforest Alliance mark, they can be certain that the company or project, whether it is a hotel, a carbon compensation project or a company that sells wood products, has complied with rigorous integral management

standards that benefit the environment and communities,” explained Tensie Whelan, President of the Rainforest Alliance.

In this regard, the general manager of the five-star hotel, Angie Clavijo, said, “We’re very satisfied and proud of the results we’ve obtained so far. With support from the Rainforest Alliance, we can ensure that our services are provided respecting and preserving the environment and social setting. Obtaining the Rainforest Verified mark only strengthens our commitment to continue our sustainable tourism practices in every aspect of our operations”.

With support from the conservation organization, Sumaq Machu Picchu Hotel holds activities aimed at protecting natural resources, such as the separation of waste products and follow-up on their final destination, as well as the installation of filters on sewer pipes, grease traps that efficiently separate oil from water, and movement sensors in public areas of the hotel to reduce electricity consumption.

Another aspect of Sumaq’s sustainable management is centered on supporting neighboring communities through the hiring of local staff, purchasing products and services from nearby suppliers, participating in cultural events in the town of Aguas Calientes and, lately, fostering and preserving traditional practices of Andean culture by offering its guests activities such as an Andean wedding, a Payment to the Earth ritual and cooking classes in which they can learn about the Pachamanca tradition.

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