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Club Med Launches New Academy Model at Sandpiper Resort Star Talent from IMG Academies Joins Club Med International Tennis Academy

Club Med reward program:

For each client booked in the next 6 weeks
at the International Tennis Academy, receive **\$25 gift card***.
For travel between March 10 and August 22, 2010.

(Montreal, March 10, 2010) - Club Med (<http://www.clubmed.ca>) and the International Tennis Academy (ITA) (<http://itausa.com>) announced that high profile tennis figures will join the ITA program at Club Med Sandpiper in Port St. Lucie, Florida. The new academy provides a world-class, high-performance tennis training environment for juniors, adults, families and professionals.

Gabriel Jaramillo is among the new talent recruited to lead the Club Med Sandpiper ITA. Jaramillo has coached the likes of Andre Agassi, Maria Sharapova and Pete Sampras for 30 years. Integral in developing eight number one, and 26 top ten players in the world, Jaramillo served as director of the Bollettieri junior tennis program for 26 years.

The Club Med Sandpiper ITA program has also enlisted the former senior vice president of IMG, Greg Breunich. Known for developing one of the most successful multi-sport, training and educational academy models, Breunich brings over 30 years of experience to the Club Med Sandpiper ITA program. Breunich and Jaramillo will implement an academy concept that offers Club Med guests and elite junior players a high performance training regimen.

"The Club Med Sandpiper ITA represents the next generation in individualized sports academies. We've married the finest in hospitality with the finest in sports, letting each partner focus on what they do best," commented Breunich. "This model is strategically positioned to be a major producer of future tennis champions worldwide."

Jaramillo and Breunich will combine forces with current ITA tennis expert, Scott Del Mastro. With 17 years of experience, Del Mastro has coached high ranking professional players from more than 50 countries.

"Our junior elite programming develops each individual player. For the first time in academy history, juniors will train in an environment that focuses all academy resources on developing the player's tennis skills," commented Scott Del Mastro. "By hosting the academy at Club Med, serious players won't sacrifice social interaction or a beautiful environment. The Club Med Sandpiper ITA delivers a specialty house that gives teens the tools they need to succeed."

The ITA at Sandpiper offers serious junior players intensive weekly programs throughout the year, elite summer camps, and annual boarding for those training for professional competition. The junior programs combine technical lessons and drills, fitness training and supervised match play.

Club Med Sandpiper guests will train with the pros as part of the all-inclusive package. Club Med's all-inclusive tennis programs start for players as young as four years old. Daily group classes teach guests to improve their game in a professional training environment. Dedicated players can enroll in reasonably priced professional private lessons and benefit from video stroke analysis and intensive workshops.

"Hosting a high performance tennis academy at Club Med Sandpiper allows us to provide world class tennis to our guests at no additional cost. As part of Club Med's all-inclusive package, every guest can train with pros like Gabriel Jaramillo," said Xavier Mufoggi, CEO Club Med North America.

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