

22 WEST 19TH STREET, 10TH FL  
NEW YORK, NY 10011-4204  
T 212.807.0011  
F 212.807.0870  
WWW.CARBONESMOLAN.COM

# PRESSRELEASE

## CSA Readies Nizuc Brand for Rollout

New York, NY, September 1, 2006 – Carbone Smolan Agency and Alan Becker are set to launch the brand for Nizuc, a five-star resort that will open in the spring of 2007 in Punta Nizuc, Mexico. The development will include a hotel and luxury residential units, designed by world-renowned architect Jean-Michel Gathy, in collaboration with Adrian Zecha/GHM, the superstar of the boutique hotel industry through his celebrated Aman resorts.

The property, which was previously owned by the Mexican government, sits on the grounds of a historic Mayan landmark. Its spectacular views, pristine beaches, calm waters and extraordinary coral reef have attracted heads of state and dignitaries from across the globe. With the splendor of the Nizuc's location in mind, CSA has focused its design development on Mexican culture, aiming to embody the region's rich Mayan culture and natural surroundings. The brand and communications program reflects tranquility and history and is aimed at attracting sophisticated, elite travelers.

In addition to the new Nizuc brand, CSA will design a website, marketing collateral, an advertising campaign, a graphically stimulating book, and all of the property's signage.

###

Carbone Smolan Agency offers a comprehensive set of strategic and creative services designed to build a singular brand voice across all media. Based in New York, the firm has built an international reputation creating outstanding programs for world-class clients, including Morgan Stanley, Tiffany & Co., the W Hotel Group, Herman Miller, PBS, Christie's, Musée du Louvre, The Museum of Modern Art, and The Chicago Symphony Orchestra. For more information, visit [www.carbonesmolan.com](http://www.carbonesmolan.com).

### PRESS CONTACT

JUDY KALVIN

KALVIN PUBLIC RELATIONS

114 OGDEN AVENUE, 2ND FL  
DOBBS FERRY, NY 10522  
T 914.693.0123  
F 914.693.5111  
JKALVIN@KALVINPR.COM

