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FOR IMMEDIATE RELEASE

Mission Possible: Protect the Sea Turtle

Estrella del Mar's on-site turtle sanctuary offers the endangered species a shot of surviving - and thriving!

2006 - 2007, Mazatlan, Mexico, ... Established in 1998 with the sole purpose of protecting the sea turtle, Estrella del Mar's Turtle Sanctuary offers the ideal location to protect these creatures in their natural environment. Estrella Del Mar has made a concerted commitment to protect the Olive Sea Turtle, native to the beaches of Mazatlan, and the results from these efforts have encouraged the resorts' owners and developers to become an example for future developments to follow.

Every summer the Olive Sea Turtles return to their native beaches of Mazatlan to lay their eggs. The turtles come from hundreds of miles away to the same location every year to participate in a ritual that has been taking place for thousands of years. Turtles are the last living representatives of the "Jurassic Period" and scientists can trace these creatures to the days of the dinosaurs. Unfortunately, many of the world's beaches are now full of developments as man continues to encroach on the turtle's habitat. This has significantly reduced the reproductive

success of turtles to such an extent that sea turtles are in danger of becoming extinct.

There are currently eight existing sea turtle species in the world, and all of them are listed on the Endangered Species List. Mexico is home to seven of these species and has made protect the turtles a top priority.

The summer months represent the breeding season for the turtles. The first turtles start arriving at the beginning of the rainy season. Once the turtles arrive, the workers (usually volunteers) at the Estrella del Mar Sanctuary labor around the clock to locate the turtle's trails left in the sand. This will help them locate the nests in order to excavate, catalog and relocate the eggs to protect them from predators and other humans. The eggs are then reburied at the exact depth that the mother laid them and allowed to incubate for 45 days.

After 45 days have passed, the shiny, precious, newly-hatched little creatures dig their way out of the nest, shake off the bits of sand and open their eyes for the first time. Normally, the hatchlings would immediately return to the sea; however the Estrella del Mar Sanctuary allows the baby turtles time to recover for a brief period of time before placing them back on the sand and watching them rush towards the water.

Since 1998, the efforts of Estrella del Mar have resulted in more than a five-fold increase in both the number of eggs being collected and the number of hatchlings being released back into the sea. The Estrella del Mar Sea Turtle Sanctuary recovered and released between 45,000 and 60,000 sea turtles in 2005.

During the off-season, the sanctuary and preserve is used to heal injured turtles and serves as an educational

source for visitors and most importantly, local children. The facility offers a number of seminars throughout the year and works closely with both the local government agencies and area schools.

For more information on Estrella del Mar's Sea Turtle Sanctuary, please visit www.estrelladelmar.com.

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Club Acquisition Company (CAC) is a 12-year-old resort and second home development company committed to its strong and expanding corporate presence in the region. A leading residential and resort development and management company, CAC's holdings are located in Mexico and Colorado.