



"TAX-FREE" STATUS OFFERS YET ONE MORE REASON FOR BUSINESS TRAVEL TO ARUBA

Aruba Placed on the 'White List' by the Organization for Economic Cooperation and Development

NEW YORK - September 30, 2009 - Underscoring the island's long-time commitment to high standards in the area of international tax compliance and transparency, Aruba was elevated to 'White List' status by the Organization for Economic Cooperation and Development (OECD) on September 10, 2009. Aruba's Minister of Finance, Nilo Swean, signed into effect nine additional Tax Information Exchange Agreements (TIEAs) this month, which allowed Aruba to surpass the OECD's requirement for 'White List' status, based on the number of tax agreements signed.

"We are extremely pleased with this excellent news," stated Myrna Jansen-Feliciano, managing director of the Aruba Tourism Authority. "These new tax incentives will tremendously benefit the group and meetings/incentives markets, enhancing Aruba's reputation as a destination that offers much more than just pristine beaches and year-round perfect weather."

The new TIEAs were signed with the Nordic Alliance including Norway, Sweden, Finland, Denmark, Iceland, Greenland and the Faroe Islands, along with the British Virgin Islands and Nevis & St. Kitts. Aruba signed a TIEA with the U.S. in November 2003 and also has a tax agreement with the Kingdom of the Netherlands. The island is currently negotiating additional TIEAs with Canada, Australia, New Zealand, Germany and Mexico.

To move up to the 'White List' of jurisdictions that have substantially implemented the international tax standard, countries are required to sign TIEAs with at least 12 OECD member countries.

Having OECD 'White List' status will benefit tourism in Aruba by offering tax incentives to international groups that bring business to the island. Aruba has dozens of meeting, accommodations and activity options that are attractive for business groups large and small. For example, Aruba will play host to the Society of Incentive & Travel Executives (SITE) International Conference from October 30 - November 2, 2009, with over 400 participants expected to attend. For more information on SITE, visit www.siteglobal.com.

Adding to Aruba's appeal, the Aruba Convention Bureau for North America - a partnership between the Aruba Hotel and Tourism Association (AHATA) and the Aruba Tourism

Authority (ATA) - goes the extra mile to ensure the success of all meetings held on Aruba. The bureau works closely with all hotels and destination management companies at no charge to groups, making first-class meeting planning *its* business so planners can focus on *their* business.

The Aruba Convention Bureau for North America is committed to providing assistance at every stage of a meeting or convention, from site selection to the event planning process, and services are complimentary. For more information, on meetings in Aruba, please visit online at www.meetaruba.com or call 1-877-ARUBA4U.

For more information on travel to Aruba, please visit online at www.ARUBA.com or call 1-800-TO-ARUBA.

About Aruba

Aruba, the island of 90,000 friends you haven't met yet, is truly an extraordinary experience. Located only two-and-a-half hours by air from Miami and four hours from New York City, the island is ideally situated in the southern fringes of the hurricane belt and boasts year-round cooling trade winds and perfect weather with average annual temperatures of 82 Fahrenheit and less than 20 inches of rainfall per year. Aruba serves up 28 luxurious hotels/resorts, championship golf courses, sumptuous spas, vibrant casinos, extraordinary international and local cuisine, exclusive shops and boutiques, exciting land and water activities, art galleries and museums, world-famous music festivals and events, clubs and cafes with live music and more. The backdrop of a cosmopolitan tropical destination with warm, hospitable people is the perfect place for first-time guests and loyal visitors who return to Aruba at a 60% repeat rate, more than any other Caribbean destination.