

PRESS INFORMATION

Inkaterra launches new birding initiative showcasing Peru as a birding paradise

Inkaterra, Peru's foremost purveyor of sustainable tourism has undertaken the task of establishing Peru as a bird enthusiast's paradise with the creation of various programs to identify, catalogue and showcase the country's exotic and rare avian life as seen in two of its iconic properties: Inkaterra Reserva Amazonica and Inkaterra Machu Picchu Pueblo Hotel.

Already recognized for its in Orchid and Spectacled Bear conservation programs, Inkaterra has announced the creation and completion of a comprehensive cataloguing initiative to enhance existing birding offerings. The new catalogues include: a series of three compact disks containing hundreds of bird calls, nine bird identification field plates, bird checklists that include the 420 bird species at Inkaterra Reserva Amazonica and 192 at Inkaterra Machu Picchu Pueblo Hotel, and an interactive encyclopedic DVD of Peruvian birds. The DVD will be first unveiled in New York December 3rd, 2009, at the Audubon Society's "Peru: A Paradise of Birds" event, where Inkaterra's Chairman and CEO, Jose Koechlin, will be introducing the new products to Audubon Society members and American media. "Bird watching is the largest outdoor activity in the United States," says Jose Koechlin, "and we could not think of a better market to launch this new initiative, especially with the help of the renowned Audubon Society. The creation and addition of these new educational tools to existing birding programs will allow Inkaterra to further its work in the conservation of Peru's natural resources."

Inkaterra's birding programs currently in place include a dedicated interactive birding site: www.birdperu.com <<http://www.birdperu.com/>> ; the renowned Canopy Walk at Inkaterra Reserva Amazonica; miles of guided birding trails at Inkaterra Reserva Amazonica and Inkaterra Machu Picchu Pueblo Hotel; and the newly built Canopy Tree House at Inkaterra Reserva Amazonica, which allows guests to not only be an arms-reach away from birds during the day, but also enables night-time excursions to otherwise inaccessible parts of the rainforest.

ABOUT INKATERRA

Inkaterra is a Peruvian organization with more than 34 years of experience in sustainable tourism initiatives. It focuses on preserving and rescuing Peru's geography, nature, customs and cultures and sharing them with the world. It currently operates

Inkaterra Machu Picchu Pueblo Hotel, named by Travel Leisure magazine as one of the "Top 100 Hotels in the World" for 2008; Inkaterra Reserva Amazonica, located on the Madre de Dios River; and Inkaterra La Casona, a newly opened 11-suite boutique hotel in the historic city of Cusco. Inkaterra has an alliance with the NGO Inkaterra Association (ITA) through which the company's profits are invested in research, conservation, educational and social development programs.

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Notes to Editors:

Company Background: INKATERRA is a Peruvian organization with 34 years of experience in sustainable tourism initiatives, and the first to be Carbon Neutral in the country. It focuses on preserving and rescuing Peru's geography, nature, customs and cultures and sharing them with the world. The NGO INKATERRA Association (ITA) was formed so that the company's profits could be efficiently invested in research, conservation, educational and social development programs.

Hotels: On the Madre de Dios River (Tambopata), in the Amazon rainforest of Southern Peru: **Inkaterra Reserva Amazonica**, lodge (35 *cabañas*) and its private ecological reserves of 17,000 has. with a stunning Canopy Walkway, has been sharing the knowledge and wonders of the Peruvian jungle with visitors since 1975; award winning **Inkaterra Machu Picchu Pueblo Hotel**, (85 rooms and 2 Villas), Virtuoso property and member of XO Private Collection, sits in a 12-acre luxury mountainside refuge within the Machu Picchu cloud forest; a boutique property opened in 2008, **Inkaterra La Casona**, Cusco, an exquisite 16th-century colonial mansion, in the heart of historic Inca Capital.

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