

INKATERRA HOTELS LAUNCHES 'PERU.INKATERRA.TV' CHANNEL TO AIR 100TH ANNIVERSARY OF MACHU PICCHU CELEBRATIONS

peru.inkaterra.tv

The permanent web channel will act as the first tourism-programming outlet promoting Peruvian tourism and culture

Inkaterra Hotels will launch **inkaterra.tv (peru.inkaterra.tv)**, a live web channel streaming the celebrations commemorating the 100th anniversary of the rediscovery of Machu Picchu by American archeologist Hiram Bingham; it was announced this week by Jose Koechlin, President and CEO of Inkaterra Hotels. Peru.Inkaterra.tv will begin airing July 7, 2011, at 10:30AM local time with live coverage of the festivities scheduled to take place at the ancient Inca citadel.

"We are excited to be launching Inkaterra.tv and to be able to share the centennial celebrations of the rediscovery of Machu Picchu with the world. At the same time, we are also very proud to establish a permanent communication outlet to share Peru's cultural and natural offerings with the world once the Machu Picchu centennial festivities come to a close," said Koechlin.

Over 400 singers and local dancers are expected to turn out for the 100-years-in-the-making celebration. Sound and light shows, along with special ceremonies on the revered Inca citadel as well as Cusco and Lima are scheduled to air live on peru.inkaterra.tv and Peruvian national television.

To assure that the rest of the world does not miss out on the milestone, Inkaterra.tv has engineered to connect with a network of eight high-definition video cameras around Machu Picchu to cover every aspect of the celebration. Renowned Peruvian ESPN and FoxSport commentator Jorge Koechlin will take on the hosting duties for peru.inkaterra.tv. A native of Peru, Jorge will provide commentary and insight on the ceremonies and happenings for viewers around the globe connected to the peru.inkaterra.tv live stream.

Once the Machu Picchu centennial comes to a close, peru.inkaterra.tv will remain "on-air" and will serve as an outlet for tourism partners in Peru to share educational and special interest programming. Custom-produced Inkaterra Hotels episodes showcasing the company's ecotourism and conservation efforts are already underway. Inkaterra Hotels and its partners plan is to mature this channel into the future "Peruvian Eco Cultural Channel".

To view the Machu Picchu centennial celebrations live, visit peru.inkaterra.tv starting July, 7, 2011.

For more information on Inkaterra, visit www.inkaterra.com

EN VIVO / LIVE

7 Julio / July

SALUDO A MACHU PICCHU / SALUTE TO MACHU PICCHU

LIMA 10:30hrs.

BUENOS AIRES 12:30hrs.

LOS ANGELES 08:30hrs.

NEW YORK 11:30:00hrs.

LONDRES 16:30hrs.

TEL AVIV 18:30hrs.

NEW DELHI 21:00hrs.

BEIJIN 23:30hrs.

TOKYO 00:30hrs. (+1day)

SYDNEY 1:30hrs. (+1day)

EN VIVO / LIVE

7 Julio / July

MACHU PICCHU, HISTORIA Y HOMENAJE A UNA MARAVILLA DEL MUNDO / MACHU PICCHU, HISTORY AND HOMAGE TO A WONDER OF THE WORLD

LIMA 19:00hrs.

BUENOS AIRES 21:00hrs.

LOS ANGELES 17:00hrs.

NEW YORK 20:00hrs.

LONDRES 1hrs. (+1day)

TEL AVIV 3:00hrs. (+1day)

NEW DELHI 5:30hrs. (+1day)

BEIJIN 8:00hrs. (+1day)

TOKYO 9:00hrs. (+1day)

SYDNEY 10:00hrs. (+1day)

ABOUT INKATERRA:

Inkaterra is a Peruvian organization that is celebrating its 36th anniversary of 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 "World's Best Hotels" for 2010; Inkaterra Reserva Amazonica, located on the Madre de Dios River, in Southern Peruvian Amazon rainforest, and a pioneer of conservation and sustainability in Peru, awarded as the best Jungle Lodge of South America by the Latin American Travel Association (LATA); Inkaterra La Casona, a 11-suite boutique hotel in the historic city of Cusco, first and only *Relais & Châteaux* hotel in Peru, winner of the Certificate of Excellence 2011 by trip Advisor, among other awards; and the newly launched hotel El MaPi in Machu Picchu pueblo, the first hotel under the new more affordable brand 'byInkaterra;' and soon to come a second byinkaterra hotel, Hacienda Concepcion also located in southern Peruvian Amazon rainforest. Recently given Sustainability Verification from the Rainforest Alliance, Inkaterra has a partnership with the NGO Inkaterra Association (ITA) through which the company's profits are invested in research, conservation, educational and social development programs.