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**Child Magazine Selects The Colony as the 5th
"Best Family Friendly Resort in the US" for the Fourth Straight Year**

LONGBOAT KEY, FL (June 1, 2008) – *Child* magazine has again featured The Colony Beach & Tennis Resort as one of the top five selections for the "Best Family Friendly Resorts", an accolade that solidifies the resort's longstanding reputation as a premier family destination. The Colony was chosen by *Child's* Advisory Panel of Experts based upon criteria which included: the variety of activities offered on property, cost of the kids' programs, room design and size, activities families can do together, the range of dining options, water activities, safety considerations, and overall value.

The Colony was specifically lauded for its all-suite accommodations, with a standard accommodation at 850 s.f., beachfront amenities, programs such as the Olympic Challenge and treasure hunts which are designed to promote family-togetherness, tennis instruction for all ages, dining venues that range from a fun and eclectic beachside patio for the whole family to enjoy, to the more formal Colony Dining Room – noted by *Child* as a definite "parents perk". Colony President and General Manager, Katherine Klauber Moulton, says, "Our goal is to provide a multitude of activities in a safe environment that are fun and educational for all ages. Fostering a sense of family togetherness while participating in our programs more than enhances the memorable guest experience that The Colony is known for."

The criteria most setting The Colony apart is that the year-round kid's programs (for ages 3 to 6 and 7 to 12) are complimentary. Moulton adds, "While most hotels and resorts are looking to increase profits by charging for or raising the prices of on-site services – they're all still FREE at The Colony". For over 36 years, The Colony has held steadfast to the belief that services such as the kids program, use of beach chairs, tennis court time or access to the spa and fitness center should not come with an additional price. Guests should be able to enjoy the complete Colony experience without having to pay supplemental fees amenities that are common at a full-service resort.

Kinder Kamp (ages 3-6) and Kidding Around (ages 7-12) are The Colony's two complimentary children's programs, offered 365 days a year. The programs are held every day – whether there be one child or a hundred that opt to participate. From 9:00 am to noon and from 1:00 pm to 4:00 pm, kids can enjoy a variety of activities that draw from the unique natural surroundings of the resort, including nature walks, sailing instruction, kayaking clinics, shell collecting, scavenger hunts, fishing, beach games, swimming, creative arts projects and tennis instruction. Well-trained and qualified professionals who have a recreation and/or education background carefully supervise all programs. Other programs offered on a seasonal basis are LBK/FLA Club (ages 13-17) and Family Fare, an interactive program for children and their parents.

Family-owned and operated, is proud to have also received accolades from other leading family publications such as *Parents* and *Family Life* and is proud to be honored with The National Parenting Center's Seal of Approval in recognition of their superior children's programs, family programs and amenities.

The Colony Beach & Tennis Resort, located off the coast of Sarasota on the Gulf shores of Longboat Key, was opened in 1969 by Dr. Murray "Murf" Klauber and continues to be family owned and operated. Klauber's daughter, Katie Klauber Moulton, serves as The Colony's President and General Manager. Moulton was the 2001 recipient of *HOTELS* magazine's "Independent Hotelier of the World" award and is past Chair of the Florida Lodging Association. Recognized as the #1 Tennis Resort in the U.S. by *Tennis* magazine for eight consecutive years, The Colony also offers 208 beautifully equipped villa suites and 26 "specialty accommodations" ranging from charming cottages on the beach to one-of-a-kind penthouses. Over the past 36 years, The Colony has prioritized world-class hospitality to bring its guests a vacation like no other. For more information on The Colony Beach & Tennis Resort and their family vacation packages, visit www.colonybeachresort.com or call 1.800.4.COLONY.

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