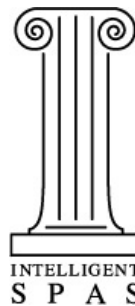


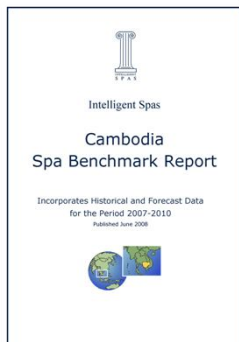
Intelligent Spas Press Release

...100% independent, spa industry intelligence



For Immediate Release

Intelligent Spas Publishes First Spa Research for Cambodia



Singapore, 25th June 2008 – Intelligent Spas has released the first spa industry survey report for Cambodia which identified this small but emerging market delivered services to almost 200,000 spa visitors during 2007, generating an estimated KHR25 billion (approximately USD6 million) in revenue.

“We are pleased to provide benchmarks to such a young industry and hope they will help form a solid foundation for growth and performance not only for spa facilities, but also for suppliers and other types of business who aim to achieve business success within Cambodia’s spa industry” explained Julie Garrow, Managing Director of Intelligent Spas (www.IntelligentSpas.com).

The new *Cambodia Spa Benchmark Report 2007-2010* presents the results of the country’s first official spa industry survey and provides financial and performance benchmarks such as revenue, visitor numbers and employment, as well as key benchmark ratios including daily revenue per spa, revenue per square metre and average revenue per visit, which are critical for reliable business planning.

Current industry trends observed by spa owners and managers and profile benchmarks detailing infrastructure, business models, treatments and pricing are also included in the report.

Other Key Industry Statistics

- Of the 35 authentic spa facilities operating in Cambodia, 34% of spas were stand-alone day spas and 66% were destination spas co-located with accommodation.
- During 2007, the spa industry employed approximately 400 people.
- The spa industry is forecast to grow by 14% between 2008 and 2010.

Source: Intelligent Spas, *Cambodia Spa Benchmark Report, 2007-2010*

About the Research

The report incorporates the results of the first official spa industry survey conducted in Cambodia which captured current, historical and forecast data for the period 2007 to 2010. The full report is available for immediate download from www.IntelligentSpas.com. Research is also underway in over 35 countries. To join the spa industry survey, register at www.spabenchmark.com/industry.

About Intelligent Spas

Intelligent Spas is the only 100% independent research company specialising in the spa industry. Founded in Singapore in 2001, it has pioneered spa industry research in the greater Asia Pacific region and continues to publish a range of Spa Operations Manuals, Spa Consumer Surveys and Spa Industry Surveys to assist the performance and growth of this important industry.

Related Press Releases

Intelligent Spas Releases Free Guide to Fast Track Global Spa Benchmarking

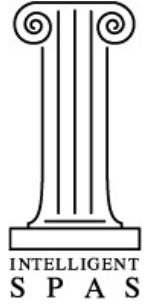
Contact

Julie Garrow, Managing Director, Intelligent Spas
– Media Request and General Contact Forms are available at www.IntelligentSpas.com.

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New Spa Benchmark Ratios:

- Average Annual Revenue per Treatment Room
- Average Annual Revenue per Square Metre
- Average Annual Revenue per Employee
- Average Daily Revenue per Spa
- Average Daily Revenue per Treatment Room
- Average Daily Revenue per Square Metre
- Average Revenue per Visit
- Average Employees per Treatment Room
- Average Annual Visits per Treatment Room
- Average Annual Visits per Employee
- Average Daily Visits

About Intelligent Spas Pte Ltd

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