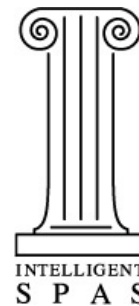


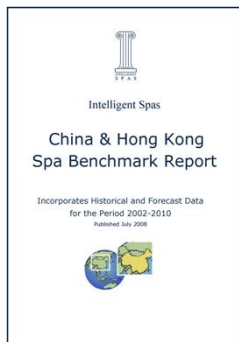
Intelligent Spas News Release

...100% independent, spa industry intelligence



For Immediate Release

Intelligent Spas Publishes New Spa Research for China & Hong Kong



Singapore, 23rd July 2008 – Intelligent Spas' new research on the spa industry in Mainland China and Hong Kong identified total revenue and employment have grown by over 1,000% since 2002; Revenue generated in 2007 was over USD185 million and spas employed more than 6,000 people.

The research also found:

- The number of spas in Mainland China and Hong Kong has grown by over 500% since 2002, with 190 spas now open and operating and the industry forecast to grow by over 20% between 2008 and 2010.
- 65% of all spas operating in Mainland China were located in hotels or resorts. In comparison, just 16% of Hong Kong spas were operating in hotels or resorts.
- Over 2,041,000 people visited spas in Mainland China and Hong Kong during 2007.
- Spas in China are designed with the largest indoor space compared to other spa markets across the greater Asia Pacific region.

Source: Intelligent Spas, *China & Hong Kong Spa Benchmark Report 2002-2010*

The new *China & Hong Kong Spa Benchmark Report 2002-2010* also includes benchmark ratios such as daily revenue per spa, revenue per square metre and employees per treatment room, capture rate from hotel and resorts co-located with spas, plus profile benchmarks detailing infrastructure, business models and treatments and current industry trends.

"These new benchmarks are timely given the changes occurring in China's tourism, hospitality and leisure industries and will provide spas and other businesses operating in the spa industry with valuable information to help guide them through potentially volatile times once the Olympic Games are over" explained Julie Garrow, Managing Director of 100% independent research company, Intelligent Spas (www.IntelligentSpas.com).

About the Research

This is the second spa industry survey conducted in Mainland China and Hong Kong by Intelligent Spas and the report incorporates historical and forecast data for the period 2002 to 2010, in addition to the results of the recent survey. The full report is available for immediate download from www.IntelligentSpas.com. Research is also underway in over 35 other 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 Asia Pacific region and continues to publish a range of Spa Business & 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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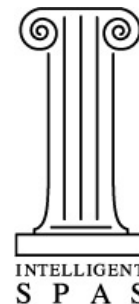


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	About Intelligent Spas Pte Ltd

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

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