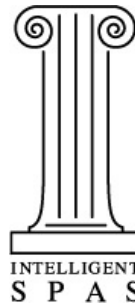


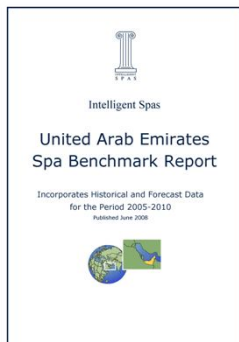
Intelligent Spas Press Release

...100% independent, spa industry intelligence



For Immediate Release

Intelligent Spas Publishes First Spa Benchmarks for United Arab Emirates



Singapore, 5th June 2008 – Intelligent Spas' first survey conducted in the United Arab Emirates found total spa industry revenue was estimated to be AED253 million (approximately USD70 million) in 2007 and spa numbers are forecast to grow by 34% over the next two years.

The new *UAE Spa Benchmark Report 2005-2010* presents the first official financial and performance benchmarks calculated for the region including revenue, visitor numbers and employment, plus key benchmark ratios critical for reliable business planning such as daily revenue per spa, revenue per square metre and employees per treatment room.

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.

"Intelligent Spas is proud to release the results of the first spa industry survey conducted in the United Arab Emirates. The relatively small market is growing rapidly, however has shown some volatility over the last three years, therefore the benchmark report is a timely resource for those currently operating in or considering entering the market" explained Julie Garrow, Managing Director of 100% independent research company, Intelligent Spas (www.IntelligentSpas.com).

Other Key Industry Statistics

- Of the 65 authentic spa facilities operating in the UAE, 34% were stand-alone day spas and 66% were destination spas co-located with accommodation.
- During 2007, the spa industry employed approximately 1,430 people.
- Over 655,500 people visited spas in 2007.

Source: Intelligent Spas, *United Arab Emirates Spa Benchmark Report, 2005-2010*

About the Research

The report incorporates the results of the first official spa industry survey conducted in the United Arab Emirates which captured current, historical and forecast data for the period 2005 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 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

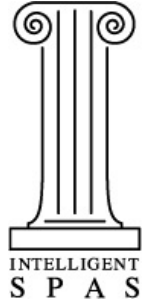
Contact

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– 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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