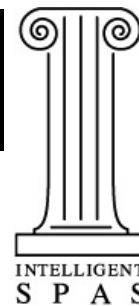


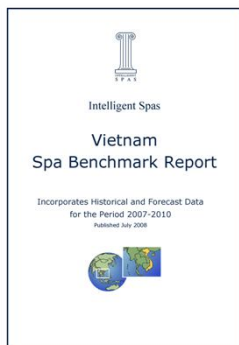
Intelligent Spas News Release

...100% independent, spa industry intelligence



For Immediate Release

Intelligent Spas Publishes First Spa Benchmarks for Vietnam



Singapore, 23rd July 2008 – Intelligent Spas has released the results of Vietnam's first spa industry survey which identified this emerging market generated over USD9 million in revenue and delivered services to over 428,000 spa visitors during 2007.

The research also found:

- Of the 95 authentic spa facilities operating in Vietnam, 38% of spas were stand-alone day spas and 62% were destination spas co-located with accommodation.
- During 2007, the spa industry employed over 1,000 people.
- The spa industry is forecast to grow by 11% between 2008 and 2010.

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

"Vietnam is a very unique and interesting market and we are pleased to initiate the first industry benchmarks to help spas monitor their performance and develop sound business plans as supply increases" explained Julie Garrow, Managing Director of Intelligent Spas (www.IntelligentSpas.com). "These benchmarks will allow spa owners and managers to make informed business decisions as well as provide other businesses with valuable information so they may monitor trends and correctly address the product and service needs of spas."

The new *Vietnam Spa Benchmark Report 2007-2010* 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.

About the Research

The report incorporates the results of the first official spa industry survey conducted in Vietnam 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

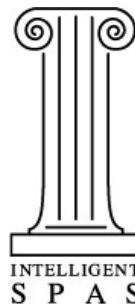
Contact

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

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