

FOR IMMEDIATE RELEASE

**ASIA SPA INSTITUTE WINS PRESTIGIOUS (PEC) CERTIFICATION
From Asian Management Association (AMA)**

Singapore, January 22, 2009 – Asian Management Association (AMA), with the support of the Association of International Management (AIM) UK, recently awarded Asia Spa Institute (ASI) with Prestigious Professional Enterprise Certification (PEC). The distinction marks ASI's unique position in Spa Training qualifying it to be an icon that commands respect and learning worthiness, and honors the professionalism and progressiveness of an organization.

Established in 2005 ASI Education was founded as a response to meet market demands for quality training and to develop and uphold professional standards of the spa industry. It is dedicated to networking highly qualified spa professionals at all levels and developing their careers to ensure spa, hotel, and resort clients achieve a superior guest experience that far exceeds their expectations.

In 2006-2007, ASI proudly partnered with the prestigious Ivy League Cornell University for the first series of Spa Executive development programs in Singapore, Malaysia and Japan.

Suzanne Ng, CEO of Conceptasia Inc, ASI Board Member and Lecturer says, "Asia Spa Institute's Spa Management and Administration program is really exciting as each time, we have different groups of entrepreneurs and international participants from key spas, hotels and universities. These participants come sponsored by their organizations or because they are really interested to understand and improve their understanding of the Business of Spas.

What I find most rewarding is the group work in the team and learning about spas in different countries and cultures, as we have a truly international set of participants coming from all over the world. This especially helps to take our Professional Certificate in Spa Management & Consulting several levels higher."

From 28th August to 1st September 2008 ASI will offer their unique Spa Management Master Class Series where attendees can get a Professional Certificate in Spa Management & Consulting upon completion of the intensive 5 day course. The certificate prepares graduates to be professional spa consultants, spa operators, spa marketers, spa directors and/or managers.

Developed as a result of significant industry demand for highly specialized and specific training for spa professionals, the ASI certification course is ideal for those who want to progress in their spa industry career, are considering working in the spa arena or changing careers, or learning about management of spa and wellness facilities.

The spa and wellness marketplace is thriving with annual industry revenues upwards of \$225 billion US dollars globally in 2007. In Asia Pacific there are currently and estimated 363,648 workers employees working in 30,581 Spas with regional revenue of 11.9 Billion dollars.

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Dr. Theresa Chew, President of the Spa and Wellness Association Singapore says, "Asia Spa Institute is timely for Singapore where there is huge manpower shortage in the spa industry especially with the current Integrated Resort project. The Professional Certificate in Spa Management & Consulting gives graduates an edge to compete in one of the fastest growing global industries. In the 5 day intensive students discover what it will take to succeed in the fast-paced world of international spas and spa developments in Singapore and overseas."

ASI Vice President Deborah Torres Patel will accept the Prestigious (PEC) Certification Award from Asian Management Association (AMA) on August 20th at the Singapore Expo.

For more information about ASI Professional Certificate Master Class you can download the brochure at <http://www.asiaspa-institute.com/MasterClass.pdf>

Media personnel are welcome to schedule one-to-one interviews with the professional lecturers to understand more about the Master Class modules which will be taught from 28th August to 1st September 2008. For more details, please contact Su Yee at 6887 1123 or rsvp@asiaspa-institute.com.sg.

Media personnel can also look out for the media release on the upcoming Spa Symposium that will be hosted by ASI in November 2008 at the Singapore National Library.

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About Asia Spa Institute

Asia Spa Institute (ASI) was founded for the sole purpose of raising the profile and professionalism of the spa and wellness industry. It dedicates itself as a centre for continual learning and training through formal education and structured courses conducted by world-class practitioners and global authorities in these areas. ASI was set up in light of the rapidly rising development and new innovative growth opportunities in the spa and wellness industry in the region that have grown exponentially over the past few years.

At the helm of the school's leadership are prominent spa players Dr. Theresa Chew, Co-Founder & CEO of Expressions International and President of the Spa & Wellness Association Singapore, Ms. Suzanne Ng, international spa consultant, and Founder & CEO of Conceptasia Management and Consultants Inc. All Asia Spa Institute speakers and lecturers are well respected in the spa and hospitality industry and are movers and shakers in their respective fields of endeavor.

www.AsiaSpa-Institute.com

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Appendix 1 – Speakers and Lecturers’ Profiles

Suzanne Ng

CEO of Conceptasia Inc opened more than 15 spa around the world, including the award winning The Spa at Mandarin Oriental New York and Tokyo, and worked with Top international spa brands Mandara Spa, Westin Hotel, Spa Botanica, Shangri-la, Lotte Hotels, Raffles Hotel and has developed award winning spa projects around the world.

Dr Theresa Chew

Dr. Theresa Chew is Co-Founder, President & CEO of Expressions International, a leading healthy lifestyle service provider offering wellness, spa, beauty and slimming services. She is also the Founder & Executive Director of Ning The Fusion Spa and Co-Founder and Advisory Chairwoman of Asia Spa Institute. Dr. Chew created many firsts in the Asia Spa Industry.

Melinda Yon

Melinda Yon is the Managing Director of 360 Spa Solutions, a niche market player providing total spa and wellness solutions throughout Asia. Their comprehensive set of services include full concept, from implementation and advisory services to marketing and daily management services. She hosts/conducts regional spa and wellbeing events and regularly leads spa focused marketing, sales and customer service trainings.

Deborah Torres Patel

Deborah Torres Patel is vice president of Asia Spa Institute(ASI) and an Internationally acclaimed author, speaker, consultant and educator. Deborah has worked in 65 countries and is the creator of a unique communication training program called Expressing You! ® With 23 years teaching experience she served as a consultant to hotel and spa clients for over 13 years.

Susan Teng

Susan Teng is the owner of Worldwide Honey Tours Pte Ltd and is the first Travel agent in Singapore that specializes in marketing and selling of spa packages. She began marketing spas in the early 90s, starting off with only 2 Destination Spas – Javana Spa in Indonesia & Chiva-som in Thailand as well as some of the spas in Europe. To date she has over 60 spa resorts on her portfolio spanning the region and beyond.