

MEDIA INVITATION & MEDIA RELEASE

**ASI MEDIA CONFERENCE ON 29 SEPTEMBER A SPECTACULAR SUCCESS
Dual Book Launch of Spectacular Spas & Understanding the Global Spa Industry**

Singapore, January 22, 2009 – Asia Spa Institute (ASI) hosted a spectacular media conference on last Monday (29th September) with keynote speaker Professor Gerard Bodeker enlightening audience members with the latest facts and figures on the Global Spa Economy and the growing global trillion dollar spa business.

Professor Gerry is famous in the wellness and complementary medicine fields and has published extensively on traditional & complementary medicine. An Australian, whose doctoral studies were at Harvard, he is a senior faculty member in public health at Oxford University and Adjunct Professor of Epidemiology at Columbia University, New York. He is also editor of the World Health Organization's Global Atlas of Traditional, Complementary & Alternative Medicine.

On Monday, Mr. Bodeker shared from publication titled UNDERSTANDING THE GLOBAL SPA INDUSTRY about growing trends & practices of the Spa Industry from economic, social & business perspectives. He also examined how past, current & future spa & wellness trends that are shaping wellness & health services around the world today.

At the end of the media conference, Prof Gerry was joined by Dr. Theresa Chew, President of the Spa & Wellness Association Singapore (SWAS) and Susan Teng, Vice President of SWAS for a panel discussion that went overtime due to the voracious appetite of the audience for more information about what's happening in the Spa Industry especially with the recent turn of events with the US, UK and Global Economies.

Questions were asked from attendees about manpower issues in the region, spa survival, challenges branding and differentiating spas as well as how to incorporate services like chiropractic and traditional Chinese medicine into hotel, spa, club and resort spa and wellness services.

Professor Gerry Bodeker will also sit on the distinguished panel for the upcoming nominations of "Spectacular Spas – Asia Pacific- 2009/2010" which will be the 4th edition of the "100 Best Spas of the World" book series by world renowned Spa Author Bernard Burt. Also on the advisory board for nominee selection & spa benchmarking is Dr. Theresa Chew of Asia Spa Institute (ASI), Suzanne Ng of Conceptasia Management & Consultants Inc, Susan Teng of Worldwide Honey Tours Pte Ltd, Yoriko Soma of Spa Finder Japan and Mr. Apichai Jearadisak, Chairman of Federation for the Thai Spa Associations.

Asia Spa Institute in Singapore has been appointed by Bernard Burt as the Official Accreditation Institute for the Asia Pacific Region and will be running a special course for nominees on December 1st called Benchmarking for Success.

Competition Categories for the Best 150 Spectacular Spas – Asia Pacific

- Best 50 Hotel Spas – 5, 6, 7 star hotel spas and connoisseurs
- Best 50 Resort/Destination Spas – All resort spas destinations & Gold resort spas
- Best 50 Days Spas – Club Spas, Day Spas & Medi Spas

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Any hotel spa, resort spa, day spa, club spa, connoisseur & destination spa in the Asia Pacific region can be nominated for one of the categories.

Criteria for Spectacular Spas Selection are Quality of spa experience, Design & architecture, Use of indigenous materials & treatments and Excellence of therapists & services.

Forget everything you've read about spas. Bernard Burt's new book reveals a worldwide revolution changing the way we spa. It's a new breed of spa where pleasure coexists with wellness. Today Spas around the world are bringing together the past & present in dramatic, unexpected ways.

Today's Spa experience is inspired by nature and infused with indigenous culture. Top spas reflect the discerning traveler's healthy lifestyle and help people to achieve a balance between mind and body taking the best treatments from different cultural traditions as well as technological-scientific advances that enhance our sense of well-being.

ASI projects have received overwhelmingly positive support from organizations like the Japan External Trade Organization (JETRO), Meetings, Incentives, Conventions & Exhibitions (MICE), Indonesian Business Centre, Cosmoprof Asia Hong Kong, and the Dept of Foreign Trade and Economic Co-operation Guangdong Province in China.

Finally, Professor Bodeker will speak in Singapore again on 26th November at the Spa Symposium Spa Symposium 2008 hosted by Asia Spa Institute (ASI). Even though the global economy is suffering, the global spa, wellness and health sectors will continue to experience significant growth due to the ageing baby boomer populations and the need to ease the additional stress, tension and pressure that individuals feel as a result of an economic downturn. Along with Professor Bodeker, ASI spa gurus and entrepreneurs will share, inspire and touch upon where the new billion dollar spa opportunities are in Asia at the Spa Symposium.

For more information about the Spa Symposium download the latest Spa Symposium 2008 Brochure: http://www.asiaspa-institute.com/Spasyposium/SpaSymp_V030708.pdf

For more information about Spectacular Spas Asia Pacific Nominations, visit www.SpectacularSpasAsia.com.

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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.

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.

Asian Management Association (AMA), with the support of the Association of International Management (AIM) UK, recently awarded Asia Spa Institute (ASI) with Prestigious Professional

ASIA SPA INSTITUTE

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 honours the professionalism and progressiveness of an organization.

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 & 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.

Issued and on behalf of Asia Spa Institute:

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