

For Immediate Release



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Asia Pacific Spa & Wellness Council wins this year's Baccarat AsiaSpa Award

Is recognized for its positive impact and strong unified voice bridging the industry in the Asia Pacific Region

Hong Kong – November 16, 2006 — Asia-Pacific Spa Wellness Council was the proud recipient of the "Spa Association of the Year" at the second annual Baccarat AsiaSpa Awards, which were announced today in Grand Hyatt Hotel, Hong Kong.

Experts hand picked from the spa industry voted for **Asia-Pacific Spa Wellness Council** over eight other well established and known contenders. The results assembled from the list of resorts and hotels, day spas and wellness centres, spa personalities and brands which were nominated by an expert panel of 24 independent judges.

"It is a tremendous honour for APSWC to have been selected from such a strong group of nominees," said Samantha Foster, APSWC's Chairperson. "Especially as we are only 9 months old; it is testimony to the power of what can be achieved when we work together, and a show of faith in our potential." Mary Darling, vice chairperson emphasized "We look forward to more Country Association development this upcoming year as well as continued focus on our future as a resource for the global Spa and Wellness Community."

Several representatives of APSWC were in attendance, including delegates Cathy Brillantes-Turvill (Philippines), Theresa Chew (Singapore), Jomar Fleras (Philippines), Samantha Foster (Singapore), Apichai Jearadisak (Thailand), Rhett Pickering (Hong Kong), Kate Rodrigo (Philippines), and the winners will also be revealed in the 4th anniversary issue, January/February 2007, of AsiaSpa magazine.

ABOUT ASIA-PACIFIC SPA WELLNESS COUNCIL (APSWC):

APSWC is a regional body to link the national spa associations of all Asia-Pacific nations; the Council has been formed to meet the challenges presented by the evolution and growth of the Asian Pacific spa industry. Currently the group has representatives from 14 countries, all of whom are experienced industry professionals with a vision to improve, develop and protect their local industry. Although initial participation has come from spa associations, the Council also welcomes associations from related industries, including holistic therapies, health/medical, fitness and beauty. The aim is to create a united network that understands and meets consumer's *total* health and wellness needs.

The Council is developing strong partnerships with like-minded industry leaders, and plans to use this united voice to educate consumers, regulators and industry professionals, and thereby create positive force for change. The Council will operate as a group of interested parties and will actively seek input and guidance throughout the Industry at all levels while working on various assignments

ABOUT BACCARAT ASIASPA AWARDS 2006:

The BASA Awards are specifically designed to celebrate innovation in the Asian spa and wellness industry. Specifically they were motivated by a desire to give back to the industry that it gives so much, by recognizing creativity, originality and excellence.

As the spa industry continues to develop, with more and more spas offering increasingly sophisticated design and treatments, and the service to match, the BASA Awards provides a way to benchmark the best of the best, helping to push the standards across the Asian spa and wellness industry.

EDITORS NOTES:

APSWC Officers: Samantha Foster (Chairperson), Mary Darling (Vice Chair), Carina Chatlani (Media Relations - English), and Jason Yeh (Media Relations - Chinese).

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Next Meeting: February 16, 2007 in Bali, Indonesia (Leadership Forum)

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