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Spas of America Partners with Google

New integrated maps help spa-travelers find destinations with ease

(New York, New York) April 24, 2006 — Spas of America, a spa travel website showcasing the best resort, hotel and destination spas in North America, today announced a new content relationship with Google, the world's leading Internet company, to use their interactive maps to illustrate the location of premium Member spa listings.

"Spa & Wellness travel continues to be one of the fastest-growing components of the Travel & Leisure industry," says Spas of America president and founder Craig Oliver, who attributes the growth to demographics, increasing affluence, and a rising health consciousness. A groundbreaking study released this month by the Canadian Tourism Commission and the International Spa Association estimated the number of "spa-travelers" seeking spa vacations was 20.4 million in the United States and 1.8 million in Canada.

With over 350 spa listings, www.spasofamerica.com puts North America's best resort, hotel and destination spas at the fingertips of both domestic and international spa-travelers. "Whether guests fly from Europe, Asia or within North America, or choose a drive-to destination, Google's interactive maps make travel planning much easier," says Oliver.

Two spas recently listed on Spas of America illustrate the range of vacation experiences. The [Mountain Harbor Resort and Spa on Lake Ouachita](#), in Mount Ida, Arkansas, set amongst the beauty of the Ouachita National Forest on the shores of Arkansas' premier lake, is attracting new customers all the time. Spa Director Debi Barnes says, "While many of our guests are from Arkansas and neighboring states, our exposure from our Spas of America listing provides us with targeted exposure to a wide audience."

Located in the heart of Niagara's wine region, [100 Fountain Spa at The Pillar and Post](#) is popular with both American and Canadian guests. General Manager Paul MacIntyre says, "Our new integrated Spas of America map provides value to our audience on both sides of the border by helping them visualize our location, whether they're flying to us or planning a drive-to vacation."

About Spas of America

Spas of America showcases the best resort, hotel and destination spas in North America to customers around the world. Members include the Montage Resort & Spa in Laguna Beach, CA; the Red Mountain Spa in Utah; the Wickaninnish Inn and Ancient Cedars Spa on British Columbia's wild west coast; the Chrysalis Inn & Spa on the shores of Bellingham Bay, Washington; and the Majestic Inn & Spa on Washington's San Juan Islands. Since the website launched in late 2005, over 40,000 spa travel customers have visited www.spasofamerica.com in search of the best Spa & Wellness experiences in the United States, Canada, Mexico and the Caribbean.

For more information, please contact:

Craig Oliver
President
Spas of America
888.688.7727
604.328.7700
pr@spasofamerica.com
www.spasofamerica.com