

PRESS RELEASE

Announcing Winners of The Crystal Awards Asia Pacific 2010

— *Singapore, October 14, 2010* —

Amidst the lush green surroundings of Fort Canning Park, guests, delegates and speakers of the Wellness Summit 2010 gathered in anticipation of The Crystal Awards Asia Pacific 2010. Recognized as the leading and most prestigious endorsement of excellence in the spa and wellness industry, The Crystal Awards is an annual event instituted with the underlying aim to educate spa consumers of the level of services and quality they can expect from the industry.

With drinks in hand and emotions in suspense, The Crystal Awards Asia Pacific 2010 nominees and guests mingled and made merry as they awaited the announcement of the winners of this year's prestigious awards. The celebratory night, held at the Fort Canning Centre—in line with the Eco-Green initiative, kicked off with the announcement of the Best Hotel Spa category, which went to The Peninsula Tokyo, Japan.

One by one, the leaders in the Asia Pacific spa and wellness industry were revealed and recognized as The Crystal Awards Asia Pacific 2010 trophies were conferred on deserving winners in a total of 14 categories. The gala event also saw guests entertained by Jamila, the belly dance extraordinaire, showcasing fusion and Middle Eastern dance moves that demonstrated the multi-cultural makeup of Singapore.

Four lucky winners of Lucky Draws walked away with two-night stay for two with complimentary spa sessions at Crystal Award-winning hotels and spas, which are The Peninsula Tokyo, COMO Shambala Estate, Bali, CHI, The Spa at Shangri-La's Villingili Resort and Spa, Maldives and Chiva-Som International Health Resort, Hua Hin, Thailand.

Now in its seventh year, The Crystal Awards honours the best, irrespective of size. Through stages of stringent audits and evaluation by experienced auditors and mystery shoppers, entrants are judged and weighted based on criteria, merits and actual performance. It was a triumphant night for the winners and a little disappointing for some who didn't win. Nevertheless, guests—winners and nominees alike—walked away in a celebratory and jovial mood.

See the following for a complete list of winners of The Crystal Awards Asia Pacific 2010.

PRESS RELEASE



CATEGORY	WINNER
Best In-Spa Education Programme	ESPA International
Best Spa Academy	Ananda Spa Institute, IHHR Hospitality, India
Best Spa Consultant/Company	ESPA International
Best Wellness & Spa Group	Mandarin Oriental Hotel Group
Best Boutique Hotel Spa	Spa Village Tembok, Bali, Indonesia
Best Hotel Spa*	The Peninsula Tokyo, Japan
Best Resort Spa*	CHI, The Spa, Shangri-La's Villingili Resort & Spa, Maldives
Best Destination Spa*	Chiva-Som International Health Resort, Hua Hin, Thailand
Best Wellness Retreat	COMO Shambhala Estate in Bali, Indonesia
Best Complementary & Alternative Medicine Wellness Centre	Kamalaya Wellness Sanctuary & Holistic Spa, Koh Samui, Thailand
Best Signature Experience*	The Rainforest Experience at Four Seasons Hotel Hong Kong
Best Product: Signature Body Treatment	ila-spa
Best Product: Signature Facial Experience	Aromatherapy Associates

The complete list is published at: <http://www.thecrystalawards.com/winners2010.asp>

PRESS RELEASE

* Competition was stiff for four categories, narrowing down to 3 top contenders for each of them:

Best Hotel Spa

The Oriental Spa at Mandarin Oriental Bangkok, Thailand
The Peninsula Tokyo, Japan
The Spa at Four Seasons Hotel, Hong Kong

Best Resort Spa

The Barai, Hua Hin, Thailand
Four Seasons Resort Maldives at Kuda Huraa, Maldives
CHI, The Spa at Shangri-La's Villingili Resort and Spa, Maldives

Best Destination Spa

Four Seasons Resort Maldives at Landaa Giraavaru, Maldives
Kamalaya Wellness Sanctuary & Holistic Spa, Koh Samui, Thailand
Chiva-Som International Health Resort, Hua Hin, Thailand

Best Signature Experience

The Rainforest Experience at Four Seasons Hotel Hong Kong
Kandu Boli Experience at Shangri-La's Villingili Resort and Spa, Maldives
Sound Bath Therapy at Chiva-Som International Health Resort

For more information, contact The Crystal Awards Secretariat at:

Tel: +603 92007966

Email: secretariat@thecrystalawards.com



ABOUT THE CRYSTAL AWARDS

Honouring the Best of the Best

Through the years, The Crystal Awards have gained the respect and recognition of brands, properties, and industry peers alike because it constantly strives to raise the bar on standards for the wellness and spa industry. Driven by a desire to bring excellence and the highest quality, The Crystal Awards has been honouring excellence and raising benchmarks within the wellness and spa industry in the Asia Pacific region. Setting its sights higher and recognitions wider by bringing it onto the global stage, The Crystal Awards will start to expand itself into a wider portfolio of continental awards. These continental awards will recognize winners in their own territory and celebrate both individual success and the achievements of the industry. Standing uncontested since 2004 in impartially recognizing and honouring those who set the standards across the industry, the globalization of The Crystal Awards will become more important than ever before as the recipients will be globally recognized and will act as beacons of hope for the rest of the industry worldwide.