



**Four Seasons Hotel Silicon Valley Announces  
Appointment of New Director of Spa, Irene Lim**  
*Wellness marketing expert brings 20 years of expertise  
to celebrated Four Seasons team*

**SILICON VALLEY, CA (July 26, 2007)** -- Four Seasons Hotel Silicon Valley announces the appointment of **Irene Lim** as Director of Spa at **The Spa at Four Seasons Hotel Silicon Valley**. Lim brings a wide range of health and wellness knowledge to the team of this increasingly popular Northern California spa. A yoga specialist with a track record developing and implementing innovative organic and indigenous spa treatments and therapies, Lim is poised to position The Spa as a true market leader.

Growing up in California, Lim learned the importance of developing a conscious standard of living as it relates to health and well-being. A graduate of UCLA, she began her career in marketing, where she gained a strong sense of customer service and successful program development prior to venturing into wellness. Eventually, Lim switched industries and spearheaded Business Development for YogaFit, where she developed and licensed service strategies to develop the fastest growing and top-rated yoga teacher training program for the fitness, spa and resort industry. During her tenure with YogaFit in Southern California, Lim oversaw training for yoga instructors worldwide, while also managing the company's large corporate fitness accounts with 24-Hour Fitness and Bally Total Fitness.

Following the success of YogaFit, Lim developed her own spa consulting practice in San Francisco, California, where she led an International team in business development practices, advising high-profile organizations on customer relationship management strategies and innovative promotions. Returning to her Southern California roots, Lim then took the position of Account Manager at Spa Trends in Santa Barbara, a comprehensive international marketing resource for the spa, health and wellness industry.

Most recently, Lim resided in Hana, Maui as the Spa & Wellness Director for the award-winning Hotel Hana Maui & Honua Spa, where she managed the nine-room spa facility, retail store and developed additional products and services for their successful private label retail brand. Under her leadership, Honua Spa won numerous prestigious awards in hospitality service excellence, such as *Travel & Leisure World's Best Reader's Poll* and *Luxury Spa Finder's 50 Top Spas in the World*.

In July 2007, Lim joins Four Seasons Hotel Silicon Valley as a member of the talented health and wellness team at The Spa. She will oversee all operations at The Spa which

includes seven private treatment rooms, manicure & pedicure lounge, retail store, state-of-the-art fitness center and an adjacent roof-top pool with whirlpool and private cabanas.

Lim plans to continue to focus on delivering Four Seasons' legendary, intuitive service and attention to detail, while also creating a luxurious urban spa experience, including the development of new wellness treatments and sustainable innovative guest programs, with an emphasis on eco-consciousness and green practices.

The Spa at Four Seasons Hotel Silicon Valley is located on the 3rd floor of the property and is open from 9:00am – 9:00pm. For more information on The Spa, please call 650.566.1200 or visit [www.fourseasons.com/siliconvalley/spa](http://www.fourseasons.com/siliconvalley/spa)

**As the world's leading operator of luxury hotels, Four Seasons Hotels and Resorts currently manages 74 properties in 31 countries. Open since 2001, Four Seasons Hotel San Francisco provides a preferred address for both business and leisure travelers, and the highly personalized, anticipatory service that Four Seasons guests expect and value around the world. Recent awards and honors include 2007 Mobil Five-Star Award, #1 Hotel in San Francisco by the 2005 Zagat Survey, #1 Hotel in San Francisco by Travel + Leisure Magazine's 2006 World's Best Awards, #11 on the Top 20 U.S. Hotels List in Andrew Harper's Hideaway Report and the 2006 Readers' Choice Award from Condé Nast Traveler Magazine's Top 100 List. Information on the company and on Four Seasons Hotel San Francisco can be accessed through the Four Seasons website at [www.fourseasons.com](http://www.fourseasons.com)**

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