

## **QUA BATHS & SPA CELEBRATES ITS 1-YEAR ANNIVERSARY WITH A MULTITUDE OF AWARDS AND NEW SERVICES**

*Qua and staff recognized with high honors from national spa and travel industry experts*

**LAS VEGAS (November 27, 2007)** — Nearly one year ago Qua Baths & Spa opened its doors at Caesars Palace with one vision in mind; that every guest walking through the doors of the 50,000 sq. ft. spa would have a lasting multi-sense experience. Through spectacular interior design elements, to supreme service and innovative menu offerings a trip to Qua Baths & Spa was designed to set new standards in the spa industry and offer a calming respite from the lights and action of the Las Vegas Strip.

As Qua Baths & Spa approaches its one year anniversary, its dedicated staff has made the aforementioned visions a reality, setting guests and industry professionals abuzz about this Caesars Palace relaxation haven.

Spa Finder, Inc., the global spa resource, just announced that Qua Baths & Spa was named among the top-10 best spas in the world for **Best Casino Hotel Spa, Best Spa for Men and Best Interior Design** in its fifth annual Spa Finder Readers' Choice Awards. Qua was selected as one of the favorites out of 1,500 spas in more than 20 global regions. Spa Magazine, the magazine of healthy living, travel and renewal, just announced that Qua Baths & Spa was awarded the Silver Sage Readers' Choice Award for **Best New Spa (U.S.)** out of 25,000 votes cast. Additionally, media outlets such as *The New York Times*, *Los Angeles Times*, *Elle*, *USA Today*, *Travel + Leisure* and *Town + Country* all published rave reviews on Qua Baths & Spa.

It takes an innovative leader with a clear vision to establish an amenity that garners such national attention. Jennifer Lynn, Director of Spa and Salon services achieved this when she led the development team at Qua Baths & Spa and was recognized by Harrah's Entertainment as the company-wide **2007 Chairman's Award winner for Innovation**.

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Spa manager, Melissa Fielding, was recognized recently by the Las Vegas Spa Association as the **2007 Spa Manager of the Year** for her commitment to industry safety standards, positive vendor relationships, excellent customer service standards and overall support of the Las Vegas Spa Association. In addition, Melissa also doubles as the Tea Sommelier, a specialized amenity that enhances the sensory experience at Qua Baths & Spa.

“We are truly honored with all of the awards we have received in just one year,” said Lynn. And for those of you that have already tried Qua Baths & Spa, come back to experience the new treatment menu which offers a rich array of sensorial experiences that are as therapeutic as they are relaxing, and thoroughly compliment Qua Baths & Spa’s already diverse service list.”

Qua Baths & Spa sets itself apart in the marketplace by offering unique experiences including Roman Baths, the city’s only Arctic Ice Rooms and a Men’s Only Zone; as well as staying on the forefront in developing new and unique service offerings including chakra balancing, Crystal Body Art and hourglass treatments. One year later, Lynn and her team continue to create industry trends with new menu offerings including the Qua Dream Interpretation Journey, Hypnosis for Wellness, and the combination of an aromatherapy massage and hypnosis treatment to enhance sleep health. Facial and body treatment additions include Vino Veritas, an antioxidant-rich facial, scalp and body treatment using products derived from Chardonnay grape seeds, and the Hawaiian Lomi-Lomi for Two, a rich, authentic experience of Hawaiian healing.

#### **About Qua Baths & Spa**

Located inside the Augustus Tower at Caesars Palace, this 50,000 square-foot oasis features 51 treatment studios including three deluxe Couple’s Studios, two personalized hydrotherapy tubs, three Vichy showers, seven facial studios, 35 massage studios and a Crystal Body Art Room. Enticing Roman Baths create a soothing, immersive atmosphere for guests to relax, while a high-tech, 5,500 square foot Fitness Center is outfitted with Technogym equipment. More information can be found at [www.quabathsandspa.com](http://www.quabathsandspa.com).

#### **About Caesars Palace**

Reigning at the heart of the Las Vegas Strip, Caesars Palace ranks among the world’s top luxury resorts known for their originality and beauty and features 3,348 hotel guest rooms and suites, 23 unique restaurants and cafes, 4.5-acre Garden of the Gods pools and gardens, 50,000 square foot Qua Baths & Spa and 240,000 square feet of premium meeting and convention space. The 4,100-seat Colosseum sits just steps from celebrity chef restaurants and the acclaimed Forum Shops at Caesars and spotlights world class entertainers such as Celine Dion, Elton John and Jerry Seinfeld; and starting in February 2008, Bette Midler. Journalists can access media materials and request high-resolution image downloads at [media.harrahs.com](http://media.harrahs.com).

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