

## **La Prairie Spa to Open as Centerpiece of The New Ritz-Carlton, Rancho Mirage Resort & Residences**

*\$25 million facility one of only a handful of La Prairie Spas in the world  
Perfect complement to Coachella Valley's only five-star resort*

Rancho Mirage, Calif. (July 18, 2007) – Rancho Mirage will now be home to one of only a handful of La Prairie® Spas in the world when the \$25 million, 23,000 square foot La Prairie Spa at The Ritz-Carlton, Rancho Mirage debuts. Perched 650 feet above the Coachella Valley, offering one of the area's most awe-inspiring views, The Ritz-Carlton Rancho Mirage community will feature a 244-room resort -- the Valley's only five-star property --, the La Prairie Spa and a 150-unit luxury residential community, with 18 spa suites. The hotel will open in December 2007 followed by The Residences at The Ritz-Carlton, Rancho Mirage and the La Prairie Spa in May 2008.

As both a destination and day spa, the La Prairie Spa will be a sophisticated sanctuary and restorative oasis for hotel guests, resort residents and local visitors. The two-story facility will feature a fitness center with yoga studios, a beauty salon, a health bar and café, full men's and women's locker rooms, a retail store, 16 private treatment rooms and outdoor relaxation desert space with three small pools.

Every aspect of the resort and spa takes full advantage of the site's natural splendor and breathtaking views of the surrounding desert and rugged mountain tops. The spa structure will be nestled into the hillside, tucked into the earth on multiple levels. The entrance will be artfully screened by a low wall and vine-covered trellises, which create a quiet, private entry courtyard, subtly allowing guests to de-compress as they enter the spa. Nearly two-thirds of the treatment rooms will have private terraces, with natural rock outcroppings and outdoor showers. An outdoor pre- and post- treatment relaxation area, with natural rock and a plunge pool, will be set into the hillside, emphasizing a direct connection with the landscape. The facility and surrounding area boasts several unique light, exterior and water elements that remain consistent with the area's inherent beauty and relaxing atmosphere.

La Prairie has been at the forefront of the anti-aging revolution for the past half century. La Prairie's expertise lies in age-defying science and skincare and the spa's signature services and treatments will represent the company's dedication to luxury and elegance. The La Prairie Spa at The Ritz-Carlton, Rancho Mirage is poised to become the most extensive La Prairie spa facility in the country.

### **The Spa Suites at The Ritz-Carlton, Rancho Mirage**

18 one- and two-bedroom luxury condominium Spa Suites, one of three ownership opportunities available at The Ritz-Carlton, Rancho Mirage, will offer private access directly into the La Prairie Spa. Mirroring the cool-toned, serene environment of the spa, The Spa Suites will feature private exterior terraces or courtyards, many with firepits, outdoor soaking tubs and large outdoor living areas.

For more information, call 1-888-972-6240, 760-318-4168 or log on to [www.livingranchomirage.com](http://www.livingranchomirage.com)

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#### ABOUT GENCOM GROUP:

Founded in 1987 by Karim Alibhai, Gencom Group, an investment and development firm, is a major player in the hospitality and related real estate industries. When the company was originally formed, its activities primarily focused on acquisition, ownership, development and management of full-service properties under the Hilton, Sheraton, Radisson and Wyndham brands throughout the United States, Canada and Mexico. As Gencom established a name for itself in the full-service market, it began to seek new opportunities and ventured into new market segments. In 1997, Gencom shifted its focus to developing and acquiring luxury mixed-use hotels, including The Ritz-Carlton and Hyatt properties, with ancillary residential components in key resort and urban markets. Gencom currently has seven Ritz-Carlton developments in the following locations, Key Biscayne, Florida; Philadelphia, Pennsylvania; Bachelor Gulch, Colorado; Rancho Mirage, California; Kapalua, Maui, Hawaii; West Caicos Reserve in Turks and Caicos and Rose Island, Bahamas.

#### ABOUT THE RITZ-CARLTON HOTEL COMPANY L.L.C.:

The Ritz-Carlton Hotel Company, L.L.C. of Chevy Chase, Md., (USA) currently operates 62 hotels in the Americas, Europe, Asia, the Middle East and Africa. Over 30 projects are under development around the globe with hotel openings planned for Moscow, Tokyo and Ireland over the next year. The Ritz-Carlton is the only service company to have twice earned the prestigious Malcolm Baldrige National Quality Award, which recognizes outstanding customer service.

#### ABOUT LA PRAIRIE:

Laboratoires La Prairie is a world-renowned beauty company with luxury treatment skincare products available in 82 countries around the world. La Prairie, a name synonymous with luxury, combines the highest standards of purity with highly advanced scientific technology, offering innovative formulation, ingredient technologies and exquisite packaging to the most discerning customers. For more information, visit [www.laprairie.com](http://www.laprairie.com)

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