

BLU SPAS, INC. ANNOUNCES NEW WORLD-CLASS PROJECTS

Whitefish, MT – Continuing its reputation for delivering first-class spas around the world, Blu Spas, Inc. has been appointed to assist in the development of several new projects including the Royal Lahaina Resort in Maui; Spa at Albany Beach in the Bahamas; The Diegan in San Diego, California; Aqua Caliente in Rancho Mirage, California; and Crown Las Vegas in Las Vegas, Nevada.

Blu Spas, Inc. is an international spa design, consulting, and management company that is an industry leader in award-winning spas. With corporate headquarters in Whitefish, Montana and an ancillary office in Los Angeles, the company continues to build on their award-winning reputation in creating spas for exceptional hotels, resorts and real estate developments worldwide. Principals Cary Collier and Doug Chambers have participated in over 160 innovative projects in 20 countries and have one of the most respected portfolios of any consulting firm in the industry.

“Our goal is to exceed the expectations of each of our clients,” said Doug Chambers. “We understand the clients’ goals and deliver distinctive spa facilities and guest experiences by capturing authentic and marketable qualities from their local culture and environment.”

The Blu Spas team has well over 80 years combined experience in exceptional design, spa operation, spa business analysis, treatment development, and training. They have earned a worldwide reputation for creating exceptional spas for both ultra-luxe hotels and resorts to boutique spas for real estate developments. Every detail – from lighting, sound, and water features to treatments, amenities and facility design – is fashioned with an eye toward creating the ultimate sensory sanctuary.

The following locales will continue to define Blu Spas’ artistry.

* Built in 1962, the Royal Lahaina Resort in Maui is set amidst 27 tropical acres along a secluded half-mile stretch of Kaanapali Beach, just north of famous Black Rock. This intimate Hawaii resort features traditional Hawaiian ambiance, award-winning Hawaiian hospitality and five-star service. In February 2007, the Royal Lahaina Resort completed a \$33-million refurbishment to the 333 guestrooms and 17 suites of its 12-story Lahaina Kai Tower. The resort recently hired Blu Spas to create a 10,000-square-foot luxury spa to open in 2009. To complement its lavish, tropical environment, and extraordinary view, Blu Spas is designing an indoor/outdoor “garden spa” concept with a variety of custom-designed bathtubs, innovative rain shower areas, pools and hale (thatched hut) treatment rooms.

* Three of the top names in golf, Tiger Woods, Ernie Els and Tavistock Group have partnered together to create Albany Golf & Beach Club -- destined to become one of the world's finest resort communities that will feature the highest level of luxury, quality and amenities within an oceanfront club community. Located on the southwestern corner of New Providence in the Bahamas, Albany will be an exclusive, resort-styled enclave, combining the very best of island life with a relaxed casual elegance all of its own.

Enhancing the already deluxe community, Blu Spas has been hired to create a garden spa village, featuring island treatment pavilions surrounded by water and including other signature water experiences, exceptional treatments and services and five-star service. Albany Golf & Beach Club plans to open in the fall of 2008.

* San Diego's premiere ultra-plush 21-story hotel-condo, The Diegan on Fifth Avenue, will soon be gaining another amenity: a state-of-the-art health spa designed by Blu Spas. Blu Spas is just one of the prestigious names hired by Developer 5th Avenue Partners LLC, in addition to Tanner-Hecht Architects and Rockwell Group who provided the interiors. The Diegan features 161 residences (hotel rooms and suites), 24 luxury penthouses, fitness center and pool, House of Blues, the ultra-exclusive Foundation Room club, Sky Bar, Whiskey Bar lounge, Ivan Kane's Forty Deuce, and two signature restaurants by world-renowned chefs. Opening in early 2008, the approximately 4,500-square-foot definitive urban spa features all suite-style treatment rooms, each with its own steam room / shower, a razul, and an elegant fully amenitized couples suite with a combination steam shower for two, a doubles tub, entertainment system and flat screen tv.

* Agua Caliente Casino, a development of the Agua Caliente Band of Cahuilla Indians, is a full-amenity casino located in Rancho Mirage, California. Opened in 2001, the venue is developing a 300-room hotel with a 10,500-square-foot spa and state-of-the-art fitness center projected to open first quarter 2008. Created by Blu Spas, the full-service spa, housing 11 treatment rooms, two couples rooms and a co-ed relaxation lounge, will offer manicures and pedicures, hair styling and design, skincare services and exclusive body treatments and massages.

* Crown Las Vegas, developed by Publishing and Broadcasting Limited, will make history upon completion as one of the tallest buildings in the world standing at 1,888 feet (142 stories). Designed by the renowned architectural firm Skidmore, Owings, and Merrill, 65,000-square-feet of space has been reserved for the design team of Blu Spas to create an over-the-top spa. The cost of the entire development is estimated at \$5 billion and is expected to be completed by 2012.

For more information about Blu Spas, Inc., call 406.862.2200. www.bluspasinc.com