



MEDIA RELEASE

Ontario's Premier Spas Launches New Brand Identity and Website

December 15, 2009 (Waterdown, ON) – Ontario's Premier Spas is pleased to announce the launch of its new name, brand identity and website. Formerly known as Premier Spas of Ontario, Ontario's Premier Spas' new identity is the product of extensive research and development. The website features exciting news, packages, and promotions for the consumer and membership information for spas interested in joining the association.

"Every aspect of our new identity, from the name to the logo to the layout of our website, is designed to fully reflect our association's commitment to promoting only the finest spa treatments and service in Ontario," says Gary Campbell, Chairman of the Ontario's Premier Spas Board of Directors. "As a group, our members adhere to the highest standards of operating ethics, professional conduct, and rejuvenating spa treatments."

Each member of Ontario's Premier Spas must pass a stringent screening process including a 200+ item inspection of facilities, treatments and personnel certification. In addition, its setting must deliver the ultimate in serene relaxation, superior amenities and a full complement of health, wellness, and spa experiences. All treatments are provided by registered or certified personnel whose qualifications meet Provincial regulations.

About Ontario's Premier Spas

Ontario's Premier Spas currently accredits 18 luxury spas throughout Ontario, in both urban and country destinations. Many offer world-class amenities, such as golf and tennis, and all provide a vast array of quality services and treatments focused on enhancing each client's health and well-being. Above all, every Ontario's Premier Spa offers discriminating spa guests a truly refreshing experience and outstanding personalized service.

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For more information please visit www.ontariospremier spas.com or contact Gary Campbell at 905.690.9759 or Marie Picton at 416.977.6751