



MEDIA RELEASE

CHAVANA SPA ANNOUNCES OPENING OF A NEW SPA AT CHAAYA LAGOON HAKURAA HURAA, IN MALDIVES.

September 2, 2011, Kuala Lumpur, Malaysia... Chavana Spa, a Mandara Spa company, today announced the opening of a new spa facility; *Chavana Spa* at Chaaya Lagoon Hakuraa Huraa, in Maldives.

A heavenly escape is revealed...

Set in a natural open environment, Chavana Spa brings a touch of Bali to Chaaya Lagoon Hakuraa Huraa. The spa comprises of three double villas with bath; one of which has steam shower, two double rooms and a manicure-pedicure area. Menu offerings include signature massages and body treatments from Chavana Spa and facials from natural organic skincare brand, Pevonia Botanica.

Take the experience home with a range of Chavana Spa and Pevonia Botanica retail products and gift items available at the Spa.

Hakuraa Huraa means 'Reef above water' and this pristine coral island is located in Meemu Atoll, 145 km from the capital, Male. It takes 45 minutes by seaplane to get to this idyllic 6-acre island paradise which features 70 over water bungalows with panoramic views and 10 beach bungalows. Water sports activities and tantalising food and beverage outlets are sure to complement a memorable holiday.

Jeff Matthews, President and Chief Operating Officer of Mandara Spa Asia Limited, said, "We are very pleased to launch our second Chavana Spa with Chaaya Hotels in the Maldives, expanding our collaboration with John Keels PLC."

Chavana Spa offers a streamlined treatment menu that welcomes all to experience the freshness and energy of Balinese spa spirit. The Chavana concept is aimed at four and five star hotels and resorts and is intended to allow guests to enjoy a quality spa experience at a reasonable price.

Steiner Leisure Limited is a worldwide provider of spa services. The Company's operations include shipboard and land-based spas and salons. We provide our services on 155 cruise ships and at 69 land-based spas. Our land-based spas include resort spas, urban hotel spas and day spas and are operated under our Elemis®, Mandara®, Chavana®, Bliss® and Remede® brands. In addition, a total of 28 resort and hotel spas are operated under our brands by third parties pursuant to license agreements with the Company. Our cruise line and land-based resort customers include Azamara Club Cruises, Caesar's Entertainment, Carnival Cruise Lines, Celebrity Cruises, Crystal Cruises, Cunard Cruise Line, Hilton Hotels, Holland America Line, InterContinental Hotels and Resorts, Kerzner International, Loews Hotels, Marriott Hotels, Nikko Hotels, Norwegian Cruise Line, P&O Cruises, Planet Hollywood, Princess Cruises, Royal Caribbean Cruises, Seabourn Cruise Lines, Silversea Cruises, Sofitel Luxury Hotels, St. Regis Hotels, Thomson Cruises, W Hotels and Resorts, Westin Hotels and Resorts and Windstar Cruises. Our award-winning Elemis, Bliss and Remede brands are used and sold in our cruise ship and/or land-based spas and are also distributed worldwide to exclusive hotels, salons, health clubs, department stores and destination spas. Our products are also available at www.timetospa.com and www.blissworld.com.

Steiner Leisure also owns and operates five post secondary schools (comprised of a total of 17 campuses) located in Miami, Orlando, Pompano

Beach and Sarasota, Florida; Baltimore, Maryland; Charlottesville, Virginia; York, Pennsylvania; Salt Lake City and Lindon, Utah; Las Vegas, Nevada; Tempe and Phoenix, Arizona; Westminster and Aurora, Colorado; and Groton, Newington and Westport, Connecticut. Offering degree and non-degree programs in massage therapy and, in some cases, skin care, these schools train and qualify spa professionals for health and beauty positions within the Steiner family of companies or other industry entities.

Forward-Looking Statements

Our statements with respect to the anticipated commencement of operations and the full brand conversion of the Chavana Spa at the Chaaya Lagoon Hakura Huraa may be deemed to be forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Such statements do not guarantee the commencement of operations or full brand conversion as scheduled, since known and unknown risks and other factors may preclude results that match this statement. Such risks and factors include uncertainties beyond our control that could adversely affect the commencement of operations and/or full brand conversion at facilities such as at the Chaaya Lagoon Hakura Huraa, including, among other things, our lack of control over the construction work and possible weather-related delays. Other risks are described in our filings with the Securities and Exchange Commission, including our Annual Report on Form 10-K for 2010. We undertake no obligation to publicly update or revise any of such forward-looking statements.

For reservations and enquiries, please contact the Spa at
Tel: +960 672 0014. Email: hakuraa-huraa@chavanaspa.com

For further information on Chavana Spa, please visit www.chavanaspa.com

For information on Chaaya Lagoon Hakuraa Huraa, visit
www.chaayahotels.com

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Chavana Spa Asia Corporate Office:
33-4, 4th Floor, Block H, Dataran Prima,
Jalan PJU 1/37, Petaling Jaya,
47301, Selangor Darul Ehsan,
Malaysia
Tel: +60 3 7880 6588
Fax: +60 3 7880 9588
pr@chavanaspa.com