



## **MEDIA RELEASE**

### **CHAVANA SPA ANNOUNCES OPENING OF A NEW SPA AT CHAAYA ISLAND DHONVELI , MALDIVES.**

**October 7, 2010, Kuala Lumpur, Malaysia...** Chavana Spa, a Mandara Spa company, today announced the opening of a new spa facility; *Chavana Spa* at the Chaaya Island Dhonveli, Maldives.

Located in the North Male Atoll, just a 20 minute speed boat ride from Male International Airport, Chaaya Island Dhonveli is easily accessible for holiday makers and provides a unique family-holiday experience. The resort boasts 44 Superior Rooms, 40 Beach Bungalows, 36 Water Bungalows, 24 Over Water Suites and 4 Vista Suites. Four restaurants and lounge bar present a selection of cuisines from around the world and local Maldivian specialties.

The spa offers unique signature treatments by Chavana Spa and skincare brand Pevonia Botanica. The spa features a dedicated reception and retail area, a manicure and pedicure room, along with 4 double villas with shower and bath, 1 double villa with bath, sauna and steam room and 1 double villa with an outdoor bath and outdoor shower, sauna and steam room.

Jeff Matthews, President and Chief Operating Officer of Mandara Spa Asia Limited, said, "We are thrilled to expand our presence in the Maldives and to partner with John Keels Maldivian Resorts through our Chavana Spa brand."

Chavana Spa is Steiner Leisure's newest spa brand and offers a streamlined treatment menu that welcomes all to experience the freshness and energy of Balinese spa spirit. This new concept is aimed at four and five star hotels and resorts where the discerning guests are looking for quality and are also conscious of value for their money while still looking to enjoy the world of spa. Chavana Spa currently has two locations opened; Salalah Marriott Resort in Mirbat, Oman and Four Points by Sheraton Vashi Mumbai, India. Chavana Spas are currently being rolled out in the Middle East, India and Asia with plans to have more than 15 locations in operation by 2013.

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 128 cruise ships and 68 land-based spas. Our land-based spas include resort spas, urban hotel spas and day spas and are operated under our Elemis(r), Mandara(r), Chavana(r), Bliss(r) and Remede(r) brands. In addition, a total of 27 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 Carnival Cruise Lines, Celebrity Cruises, Crystal Cruises, Harrah's Entertainment, Hilton Hotels, Holland America Line, InterContinental Hotels and Resorts, Kerzner International, Loews Hotels, Marriott Hotels, Nikko Hotels, Norwegian Cruise Line, Planet Hollywood, Princess Cruises, Royal Caribbean Cruises, Seabourn Cruise Lines, Sofitel Luxury Hotels, St. Regis Hotels, W Hotels and Westin Hotels and Resorts. Our award-winning Elemis, Bliss and Remède 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 <http://www.timetospa.com/>">[www.timetospa.com](http://www.timetospa.com) and <http://www.blissworld.com/>">[www.blissworld.com](http://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 our the proposed services at, and the estimated opening date of, our operations at the above resort 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 timely construction or final characteristics of this new spa, since known and unknown risks and other factors may preclude results that match these statements. Such risks and factors include uncertainties beyond our control that could adversely affect the timely construction and final characteristics of resort spa facilities such as at the Presidente InterContinental Resort and Spa, including, among other things, our lack of control over the spa 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 2005.

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 128 cruise ships, a total of 60 resort and hotel spas under our Mandara(r), Chavana(r), Elemis(r), Bliss(r) and Remede(r) brands and a total of five luxury day spas under our Elemis and Bliss brands. In addition, a total of 26 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 Carnival Cruise Lines, Celebrity Cruises, Crystal Cruises, Harrah's Entertainment, Hilton Hotels, Holland America Line, InterContinental Hotels and Resorts, Kerzner International, Loews Hotels, Marriott Hotels, Nikko Hotels, Norwegian Cruise Line, Planet Hollywood, Princess Cruises, Royal Caribbean Cruises, Seabourn Cruise Lines, Sofitel Luxury Hotels, Starwood Hotels and Resorts and Westin Hotels and Resorts. Our Elemis Limited subsidiary manufactures its Elemis brand products for use in our cruise ship and land-based spas. This top quality European line of beauty products is also distributed worldwide to exclusive hotels, salons, health clubs, department stores and destination spas. Elemis, as well as other Steiner products, including La Therapie(r), Ionithermie, and Steiner Hair Care, are available at [www.timetospa.com](http://www.timetospa.com).

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For reservations and enquiries, please contact the Spa at  
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For further information on Chavana Spa, please visit [www.chavanaspa.com](http://www.chavanaspa.com)  
For information on Chaaya Island Dhonveli Resort, visit  
[www.chaayamaldives.com](http://www.chaayamaldives.com)

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