



MEDIA RELEASE

ELEMIS AT CHAVANA SPA IN MALDIVES

October 8, 2012, Kuala Lumpur, Malaysia... Chavana Spa is excited to announce the introduction of Elemis spa-therapies at three locations in the Maldives; Adaaran Select Meedhupparu, Chaaya Lagoon Hakuraa Huraa and Chaaya Island Dhonveli, with the rollout starting in October.

The affiliation with Elemis marks another milestone for the Chavana Spa brand, part of the Steiner Leisure group of companies, launched in 2009. Deriving its inspiration from Bali, Chavana is exemplary of Balinese fusion at its best – contemporary but never modern, providing a menu of 15 treatments to keep to its concept of a simple, understandable and approachable spa.

The debut of Elemis face and body therapies is intended to offer guests an elevating experience, with the picturesque exotic location as a backdrop. Menu offerings include the revolutionary advanced anti-ageing *Elemis Pro-Collagen Quartz Lift Facial*, *Elemis Skin IQ+ Facial for Men* to protect against the harsh effects of shaving and the environment, a luscious *Elemis Exotic Frangipani Body Nourish Wrap* and the invigorating *Elemis Exotic Lime & Ginger Salt Glow*. A selection of award-winning homecare products will also be available for purchase.

Elemis is a luxury British spa and skincare brand favored by as many as 6.5 million spa-goers each year and available through a network of over 1,200

spas and salons worldwide. The successful combination of powerful natural ingredients, cutting-edge formulation technology and proven clinical trials has enabled Elemis to bring to market some of the most influential anti-ageing homecare products and professional spa-therapies in the beauty industry. Offering an unparalleled experience, unique massage sequences and power-boosting facials, combined with potent actives, Elemis ensures that dramatic, visible results are achieved.

Steiner Leisure Limited is a worldwide provider and innovator in the fields of beauty, wellness and education. We are dedicated to maintaining the highest quality standards and continually evolving to include and anticipate new developments within our industry. We aim to maintain and expand our existing diverse portfolio of services, products and brands, as well as to seek out new opportunities to complement our business.

Our services include traditional and alternative massage, body and skin treatment options, fitness, acupuncture, herbal medicine, medi-spa treatments and laser hair removal. We are committed to providing our customers with a wide-ranging assortment of beauty products, including premium quality options developed by us under our own brands, as well as those purchased from third parties.

Our distribution channels include our shipboard and land-based spas and salons, destination spas, health clubs, department stores and third party retail outlets and distributors. We also sell our products on certain British Airways flights, on QVC, by catalog, and online through our websites, including www.timetospa.com and www.blissworld.com.

Our post secondary schools offer programs in massage therapy and skin care, among others, and, along with our recruiting and training operations, prepare spa professionals for careers in the health and wellness industry, including within the Steiner family of companies.

Our cruise line operations are conducted in spas onboard 157 ships, including Azamara Club Cruises, Carnival Cruise Lines, Celebrity Cruises, Crystal Cruises, Cunard Cruise Line, Holland America Line, Norwegian Cruise Line, P&O Cruises, Princess Cruises, Royal Caribbean Cruises, Seabourn Cruise Lines, Silversea Cruises, Thomson Cruises and Windstar Cruises.

Our land-based spa operations are carried out under our Elemis®, Mandara®, Chavana®, Bliss® and Remède® brands and take place in 68 locations, including resort spas, urban hotel spas and day spas. 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 land-based customers include Caesar's Entertainment, Hilton Hotels, InterContinental Hotels and Resorts, Kerzner International, Loews Hotels, Marriott Hotels, Nikko Hotels, Planet Hollywood, Sofitel Luxury Hotels, St. Regis Hotels, W Hotels and Resorts and Westin Hotels and Resorts.

Our Ideal Image customized laser hair removal services are provided by highly trained, experienced practitioners through a nationwide network of 94 treatment centers (17 of which are operated by franchisees) across 30 states.

We develop and sell a variety of high quality beauty products under our Elemis, La Thérapie™, Bliss, Remède, Laboratoire Remède® and Jou® brands.

Our schools operations consist of 12 post-secondary schools (comprised of a total of 30 campuses) located in Phoenix, Scottsdale, Tempe and Tucson, Arizona; Westminster and Aurora, Colorado; Groton, Newington and Westport, Connecticut; Miami, Orlando, Pompano Beach, Sarasota and Tampa/St. Pete, Florida; Chicago, Crystal Lake and Woodridge, Illinois; Baltimore, Maryland; Boston, Massachusetts; Las Vegas, Nevada; Hoboken and Wall, New Jersey; King of Prussia and York, Pennsylvania; Dallas, Texas; Salt Lake City and Lindon, Utah; Charlottesville, Virginia; and Federal Way

and Seattle, Washington. Offering programs in massage therapy and, in some cases, skin care, these schools train and qualify spa professionals for health and beauty positions within the industry, including our own operations.

As part of our employee recruitment operations for our shipboard spas, we provide education to our shipboard employees through our rigorous training programs, at our primary training facilities near London, England or one of our satellite training centers in South Africa and the Philippines. These employees are sourced primarily from the British Isles, Australia, South Africa, Southeast Asia, Canada, the Caribbean and continental Europe.

For reservations and enquiries, please contact our Spas at:

Adaaran Select Meedhupparu: meedhupparu@chavanaspa.com

Chaaya Lagoon Hakuraa Huraa: hakuraa-huraa@chavanaspa.com

Chaaya Island Dhonveli: dhonveli@chavanaspa.com

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

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