



2009 Global Spa Summit Announces Keynote Speakers

Former Switzerland President to Join Business Leaders and Spa Industry Experts in Examining Power of Collaboration in Spa Industry

New York, NY – April 1, 2009 – The Global Spa Summit (GSS), an annual conference that gathers top spa industry executives from all over the world, today announced its roster of keynote speakers and agenda. The third-annual conference, to be held May 17-19, 2009 in Interlaken, Switzerland, will feature speeches from the following dignitaries:

- **Adolph Ogi, Former President of Switzerland; UN Special Adviser on Sport for Development and Peace**
Mr. Ogi will deliver a keynote speech after dinner on the opening day including some personal reflections on the "Power of Collaboration."
- **Reto Wittwer, President & CEO of Kempinski Hotels**
Mr. Wittwer will give a keynote address outlining his hotel lifestyle vision and predictions on the future for luxury spa hotels given this current challenging economic climate.
- **Juerg Schmid, CEO of Switzerland Tourism**
Mr. Schmid will address a general session titled "Looking at Partners and Partnership Models" with his topic "Switzerland: Wellness with a Plus."
- **Renee-Marie Stephano, COO & General Counsel of the Media Tourism Association; Editor of Medical Tourism Magazine**
Ms. Stephano will chair a general session panel on "Medical Tourism and the Role Of Spas and Wellness." Her panel features a uniquely global perspective, drawing together experts from three different continents.

The conference theme is "The Power of Collaboration," with an agenda that examines the spa industry in this context from every angle, including: the latest global industry research figures, eco-flation, spa marketing, medicine and spas, spa design, human capital, working with industries outside of spa and wellness, attracting investment to the industry, and more.

A full agenda for the Global Spa Summit is available at:
<http://www.globalspasummit.org/agenda.php>

The Global Spa Summit has quickly emerged as the premier event for spa industry leaders. In fact, it has been called "nothing short of a phenomenon" by Deborah Szekely, founder of the renowned Golden Door & Rancho La Puerta destination spas. The 2008 GSS included more than 220 industry leaders from all continents,



Global Spa Summit

JOINING TOGETHER. SHAPING THE FUTURE.

and featured keynote speeches from hotelier Ian Schrager and Dr. Richard Carmona, 17th Surgeon General of the United States and Vice Chairman of Canyon Ranch. Steve Case, founder of AOL and Revolution, LLC, joined the delegation in 2007 as the keynote presenter.

REGISTRATION:

Delegate registration is now open at <http://www.globalspasummit.org>.

LEARN MORE:

To learn more about Global Spa Summit -- or to speak with Global Spa Summit Chairman Pete Ellis, contact: Betsy Isroelit @ RBI, (213) 300-0108, betsy@rbicom.com.

About Global Spa Summit

The Global Spa Summit is an annual event that attracts top-level business executives from all over the world with interest in the spa and wellness industry. Representatives from diverse sectors including hospitality, investment, finance, real estate, medical, manufacturing, technology, consulting, product and other related industries attend this intimate, high-level gathering focused on moving the spa and wellness sector forward. With sold out attendance in both 2007 and 2008, the Global Spa Summit has included experts from dozens of countries and all continents.