



SPACHAKRA



*The Palmer House
Hilton*

FOR IMMEDIATE RELEASE:

Spa Chakra Announces Latest Location at Newly Renovated Palmer House Hilton

Chicago, IL—July 2007: As part of a \$150 million-dollar restoration project, The Palmer House Hilton, Chicago's world-famous landmark hotel, will unveil Spa Chakra, the hotel's new five-star wellness facility, in early 2008.

The perfect culmination of this highly anticipated renovation, Spa Chakra's arrival at The Palmer House Hilton exemplifies the eminent hotel's desire to create a grander, more contemporary establishment for a new century of visitors and guests while preserving its renowned grandeur and historic integrity.

"The addition of facilities of the calibre of Spa Chakra is demonstrative of the world-class amenities Palmer House guests can expect as a result of our \$150 million restoration and renovation project. We look forward to a mutually beneficial relationship."

—J. Peter Lynn, General Manager The Palmer House Hilton

The introduction of the spa comes on the heels of a 10-year partnership agreement between Hilton Hotels Corporation, Spa Chakra, Inc., and several luxury-goods partners that will add more than 70 new spas to its upscale Hilton properties worldwide.

Not new to the US and international spa circuit, Spa Chakra currently manages the spas at Conrad hotels in Indianapolis and Miami with sister locations in the Great Barrier Reef, Sydney, and Switzerland.

One of the pioneers of fully integrative medi-spas in Australia, Spa Chakra launched in 1998. By combining preventative health management with luxury spa therapies, Spa Chakra has quickly established global recognition as a premium urban and destination spa retreat and is poised to usher a new comprehensive wellness experience at The Palmer House for hotel guests, visitors, and Chicagoans alike.

Expanding on the elements of the traditional spa, Spa Chakra provides comprehensive health and wellness care in an environment that integrates conventional and holistic methods with a definitive sensorial experience. While enjoying the tranquility of the spa's facilities, guests undergo a systematic



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The Palmer House Hilton

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analysis to customize their therapies. Each treatment is individually tailored according to the results of a pre-therapy questionnaire. The results reveal core conditions currently impacting the client's skin, body, and well-being so that targeted therapeutic solutions can be refined to achieve optimum results.

"We are thrilled to bring Spa Chakra to one of the world's great cities. While Chicagoans are a particularly discerning audience, we are confident they will approve of the Spa Chakra, Palmer House location and experience."
—Mike Canizales, CEO Spa Chakra, Inc.

Following the extensive refurbishment, the luxuriously appointed 8,000-square-foot spa will feature:

- Individual treatment rooms accommodating facial, massage, and body therapies as well as Chakra Health Assessments for men and women
- Interconnecting rooms for couples or groups
- State-of-the-art relaxation and footbath lounge
- Newly renovated hair salon incorporating special occasion makeup
- Retail boutique featuring the renowned skincare, fragrance, and makeup collections of Guerlain
- Full and Partial-Day Spa packages
- Spa cuisine
- Complimentary valet parking
- Availability for private functions, groups, product launches, and exclusive hire

Spa Chakra clients at The Palmer House can readily maintain their wellness evolution with unique access to a therapeutic continuum through Spa Chakra, Inc.'s extensive network of five-star luxury spas around the globe. Current locations include Paris, Gstaad, Milan, Shanghai, Seoul, Jeju Island, Hong Kong, Sydney, The Great Barrier Reef, Sanctuary Cove, Indianapolis, and Miami.

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About Spa Chakra™

Spa Chakra™ is a medi-spa that provides comprehensive health and wellness care in an environment that integrates conventional and holistic methods with a definitive sensorial experience. With more than 60 health and beauty therapies that nurture the skin, body, and well-being, Spa Chakra provides the ultimate experience in day and destination spas. While enjoying the tranquility of the spa's facilities, clients undergo a systematic analysis to customize their therapies. Each treatment is individually tailored according to the results of a pre-therapy questionnaire. The results reveal core conditions currently impacting the client's skin, body, and well-being so that targeted therapeutic solutions can be refined to achieve optimum results. Spa Chakra also provides fully integrative Chakra Health programs including the Executive Lifestyle Assessment and Weight Loss programs; 3, 5, 7, and 14-day Health Retreats; Nutritional Assessments; and Naturopathy.

For more information about Spa Chakra, please visit www.spachakra.com.



About Spa Chakra, Inc.

Spa Chakra, Inc., manages a worldwide network of luxury spas, including Guerlain Spa, Spa Chakra™, and Blu Mediterraneo SPA—each leveraging unparalleled operational and product development expertise and global partnerships to provide each client with a Transformational Healing™ experience. Each location is developed in partnership with five-star and boutique hotels to provide clients with the definitive sensorial experience—one that is as visually stunning as it is nurturing. While clients enjoy the tranquility of spa's facilities, they undergo a systematic analysis of needs to experience personalized treatments that focus on delivering targeted results.

For more information about Spa Chakra, Inc., please visit www.spachakra.com.

About The Palmer House Hilton—A Grand Palace Hotel

The majestic Palmer House Hilton reflects the opulence Potter Palmer designed and built into the original hotel in 1871. The beaux arts lobby, with its awe-inspiring ceiling created by French muralist, Louis Pierre Rigal is known throughout the world. George F. Will said it best when he wrote, "high above, the ceiling is a wonderful protest against the 'every-day-ness' of life." The Palmer House Hilton remains one of only 26 grand palace hotels left in America today, truly one of Chicago's architectural jewels in the city's heavenly encrusted crown of masterpieces.

For more information about The Palmer House Hilton, please visit www.HiltonFamilyChicago.com, www.PalmerHouseRestoration.com, and www.e-Events.Hilton.com.com.

