



Press Release

23 December 2009

Chiva-Som wins 'Best Destination Spa' and 'Best Spa Academy' Crystal Awards 2009



For the 6th Annual Crystal Awards, that took place on December 3rd, 2009 Chiva-Som was named winner of the award for 'Best Destination Spa'. Also Chiva-Som Academy was awarded 'Best Spa Academy' for its centre of excellence in Bangkok. This is the 5th year Chiva-Som has been recognised by The Crystal Awards.

Paul Linder, general manager of Chiva-Som, commented that "It is a real honour for Chiva-Som to be recognised in The Crystal Awards again. Winning the Best Destination Spa award has been made possible through the dedication of our staff in delivering genuine service from the heart. This uniqueness of Thai hospitality, a holistic focus on mind, body and spirit, personalised service and customised programmes allows us to meet the unique health requests of all our guests on the journey towards their lifestyle transformation."

Director of Chiva-Som Academy, Dr. Thanisr Chaturongkul, adds "The Best Spa Academy award is a testament to our Academy's efforts in striving to lead the industry forward in terms of its human resource needs by providing outstanding training and education to any aspiring facility and individual."

The Crystal Awards are recognised as the most prestigious endorsement of excellence for the industry. All entrants of the awards are put through various stages of a judging methodology that ensures they are evaluated based on merits and actual performance from a guest's perspective. This includes judging by a panel of experts, a mystery guest shopping evaluation, inspection by a trained auditing team and public online polling.

Chiva-Som offers fully inclusive retreats. Please contact our reservations to book your stay. Tel +66 (0) 32 536 536 or fax +66 (0) 32 511 154 or email to reservation@chivasom.com or visit www.chivasom.com

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Note to Editors:

About the Crystal Awards

The Crystal Awards Asia Pacific is an annual event organized by G.R.A.S. to recognize and salute the best of the spa and wellness industry in the Asia Pacific Region. Awarding brands and properties in various categories, The Crystal Awards Asia Pacific 2009 sets to endorse, through a collective voice of leaders and experts of the industry, the contribution that these brands and properties make that enhance the industry, spearhead trends, change as well as exert an overall definition for the future direction of the sector. The Crystal Awards were instituted with the objective of honouring the places, people, companies and practices that deserve recognition for uncompromised commitment, constantly evolving to make themselves unique in terms of extending integrated offerings and world-class services.

Chiva-Som

A secluded world of beauty and serenity, Chiva-Som is the "Haven of Life" – a luxury health resort dedicated to revitalising the mind, body and spirit. The beachfront resort represents tranquility at its best with luxurious accommodation, nestled within lush tropical gardens.

Focusing on greater well-being and vitality, Chiva-Som offers extensive fitness, spa and holistic health facilities to help you relax, restore, rejuvenate and redirect. Personalised programmes and treatments are designed for everyone, blending Eastern philosophies with Western diagnostic skills. Widely regarded as the Best Destination Spa in the World, Chiva-Som welcomes you with unique Thai hospitality. Located in the Royal city of Hua Hin, the resort is less than three hours by car south of Bangkok.

Chiva-Som is the proud recipient of numerous accolades, most recently 'Best Destination Spa' and 'Best Spa Academy' The Crystal Awards 2009, 'Best for Mind, Body and Spirit' and 'Best for Medical' SpaFinder's Readers' Choice 2009; 'Top 5 Overseas Retreat' Condé Nast Traveller Readers' Spa Awards 2009 (and every year since 1999); '2nd Favourite Destination Spa' Conde Nast Traveller 2009 Readers' Travel Awards; 'Best Overseas Spa' Luxury Travel&Style Magazine 2009 Gold List; 'Spa Cuisine of the Year' AsiaSpa 2008; 'Favorite Spa in Thailand' and 'Top 10 Medi-Spas' Spa Finder 2008; 'Best Spa in the world' The ULTRAs-The Ultimate Luxury Travel Related Awards 2008; 'Best Overseas Spa' Luxury Travel&Style Magazine 2008 Gold List.

Chiva-Som has achieved the prestigious Green Globe certification recognising our commitment to operating at the world's highest environmental standard on all levels of operation. The resort has several initiatives, policies and practices in place for energy efficiency and conservation, waste water treatment and reuse, fresh water conservation, waste minimisation and recycling, air quality management and environmentally friendly product-usage.

For more detailed information on this press release please contact:

narumol.k@chivasom.com

Narumol Keadpukdee
PR & Communications Manager
Chiva-Som International Health Resorts Co., Ltd.
11th Floor, Modern Town Building
87 Sukhumvit 63, Bangkok 10110, Thailand
Tel: +66 (0) 2711 6900-12
Fax: +66 (0) 2381 5852