



Press Release
March 15, 2009

Celebrate Mother's Day at Chiva-Som with your loved ones



This mother's day, why not give away the gift of health. Chiva-Som is offering a special Mother's Day Retreat that includes hours of rejuvenating treatments for you to enjoy with someone special at "the haven of life".

Take your wife, husband, mother, daughter, son or friend to Chiva-Som to indulge in blissful days at a luxury health resort filled with pampering sessions, fitness regimes, and delicious spa cuisine. You can even learn tips on how to take healthy eating habits into your own home with a spa cuisine cooking class.

Mothers Day Retreat includes:

- Accommodation in an Ocean View or Thai Pavilion room
- 3 Chiva-Som spa cuisine meals per day (starting with dinner on the first night)
- Daily choice of massage per night of stay (Thai, Chiva-Som, Invigorating or Relaxing Foot)
- Individual Health and Wellness consultation
- Participation in our daily fitness and leisure activity programme
- Use of Water Therapy Suite (Stream, Sauna, Jacuzzi)
- Inclusive treatments depending on selected retreat (see www.chivasom.com for list of retreats)

Special Offers

- For 3 Nights double occupancy – **receive two complimentary treatments per stay** (from a choice of mother & daughter treatments; private Meditation for two, Tai Chi for two, Thai Herbal massage for two, Manicure/Pedicure for two or Pilates for two)
- For 5 Nights double occupancy – **receive two complimentary treatments plus a cooking class for two per stay** (from a choice of mother & daughter treatments; private Meditation for two, Tai Chi for two, Thai Herbal massage for two, Manicure/Pedicure for two or Pilates for two).

For every stay Chiva-Som is giving away even more special gifts – A Chiva-Som aluminum water bottle and a healthy gift for all mom's!

Prices for a 3-night stay start from US\$1,380++ per person*. "Mother's Day Retreat" is valid for bookings from 19th April – 30th September 2010. The rate applies for twin or double occupancy only.

To make your booking or for further information please contact reservations at +66 3253 6536 by fax +6632 3251 1154 by e-mail reservation@chivasom.com or visit www.chivasom.com

*A minimum stay of 3 nights is required. Prices are per person in US dollars and are subject to tax and service charge, currently at 17.7%. Prices are also subject to resort availability. Chiva-Som reserves the right to make any changes. Pricing, is correct at the time of printing and the offer may be withdrawn at any time.

- End -

Note to Editors:

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 for Mind, Body and Spirit' and 'Best for Medical' SpaFinder's Readers' Choice 2009; '2nd Favourite Destination Spa' Conde Nast Traveller 2009 Readers' Travel Awards; 'Top 5 Overseas Retreat' Condé Nast Traveller Readers' Spa Awards 2009 (and every year since 1999).; '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