



NEWS RELEASE

Ojo Caliente Named “Best Mineral Springs Spa in the United States” in Prestigious 6th Annual SpaFinder Readers’ Choice Awards

[Ojo Caliente, NM] – September 2008 – SpaFinder, Inc., the global spa resource, has announced that Ojo Caliente has been named among the top-10 best spas in the world for “Best Mineral Springs Spa in the United States” in its sixth annual SpaFinder Readers’ Choice Awards. Based on votes submitted by readers of SpaFinder publications, including Spafinder.com, the awards represent the most complete consumer assessment of the global spa market available today. Nearly 250,000 votes — a record for the Reader’s Choice Awards—were cast for favorite spas by continent, country, region and across 25 categories.

“Now in its sixth year, our Readers’ Choice Awards have become the industry’s premier award program – the spa world’s answer to the Academy Awards,” said SpaFinder, Inc. President Susie Ellis. “Now that there are nearly 13,000 hotel, resort and destination spas operating worldwide, for Ojo Caliente Mineral Springs to be singled out by our readers is a significant honor.”

To help spa consumers identify the best spas for their unique goals, SpaFinder asked its readers and web visitors to name their picks for the best spas in 25 specific categories – from “best accommodations” and “best cuisine,” to “best for men” and “best urban hotel spa.” New categories this year included “Best Spa Therapist” and “Best Spa Manager.” In all, ballots were cast for more than 1,500 different spa properties worldwide. Voters were asked to only cast ballots for spas they’ve personally visited within the past three years.

Ojo Caliente’s Readers’ Choice Award will be formally presented during an invitation-only gala at the new Spa by Guerlain® in the Waldorf Astoria Hotel of New York on October 14th, 2008.

Visit Spafinder.com for a Complete List of 2008 Readers’ Choice Winners

A complete listing of Readers’ Choice Award winners will be featured in SpaFinder’s *2009 Global SpaFinder*, the definitive worldwide spa directory, and can also be viewed at <http://www.spafinder.com/spaguide/readerschoice/2008.jsp>

To learn more about the healing waters and resort services visit <http://www.ojospa.com>.

**Further information: contact Wendi Gelfound, Marketing Director,
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About Ojo Caliente Mineral Springs Resort & Spa

The legendary waters at Ojo Caliente Mineral Springs have been healing body, mind and spirit naturally for centuries. 2008 marks their 140th anniversary as one of the oldest natural health resorts in the United States. This is a secluded resort that is historic and fresh with eclectic charm in a relaxed atmosphere. The owners or stewards of the property are proud to promote cultural awareness as well as a sincere commitment to environmental sustainability. It is the only hot springs in the world with four types of healing mineral waters including lithia, soda, iron and arsenic. The resort’s full-service spa offers a serene experience for body and soul with a full range of services including nurturing massage, facial and body treatments, and a nail studio. Breakfast, lunch and dinner are served in The Artesia Restaurant. The legendary resort is 1 hour from both Santa Fe and Taos.

About SpaFinder, Inc.

The world’s largest spa media, marketing and gifting company, SpaFinder, Inc. connects millions of wellness-focused consumers with thousands of spas worldwide. SpaFinder’s media properties include the award-winning Spafinder.com, SpaFinder Lifestyle webazine, Spa Enthusiast, and the worldwide spa directory, Global SpaFinder. SpaFinder Gift Certificates and its new gift division, Spa & Salon Wish, offer spa gift certificates and cards that are redeemable at a combined network of over 7,000 spas and salons worldwide and are available at thousands of retail outlets. The company’s software division innovates new solutions that help spas build and streamline their businesses, including the popular Spa Booker online booking system. SpaFinder Europe and SpaFinder Japan offer regional spa marketing and gifting programs, including localized, native-language websites. Founded in 1986, the privately held company is headquartered in Manhattan.

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