



NEWS RELEASE

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For Immediate Release

Ojo Caliente Mineral Springs Resort & Spa Named "Best Top Ten Hot Springs Spas in the World" in Prestigious Seventh-Annual SpaFinder Readers' Choice Awards

[Ojo Caliente, New Mexico] – October 20, 2009 – SpaFinder, Inc., the global spa resource, has announced that Ojo Caliente Mineral Springs Resort & Spa has been named among the "Top 10 Best Hot Springs Spas in the World" in its seventh-annual SpaFinder Readers' Choice Awards. Based on votes submitted by readers of SpaFinder publications, including Spafinder.com, the awards represent the most comprehensive consumer assessment of the global spa market available today. Over 360,000 votes—a new record for the Reader's Choice Awards—were cast for favorite spas by continent, country, region and across 27 categories.

"After seven years of enthusiastic consumer participation, 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 roughly 15,000 hotel, resort and destination spas operating worldwide, for Ojo Caliente Mineral Springs Resort & Spa to be singled out by our readers is a tremendous honor."

The legendary waters at Ojo Caliente Mineral Springs have been healing body, mind and spirit naturally for centuries. 2008 marked 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 who are also 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, and face and body treatments. Breakfast, lunch and dinner are served in The Artesian Restaurant with the newly opened Wine Bar and lounge. The legendary resort is 1 hour from both Santa Fe and Taos.

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To help consumers identify the very best spas for their specific goals, SpaFinder asked its readers and web visitors to name their top picks for the best spas in 27 unique categories – from “Best for Affordability” and “Best Cuisine,” to “Best for Men” and “Best Medical Program.” More categories were included in 2009 than ever before, including new entrants like “Best Environmental Practices” and “Best for Water Sports.” Voters were asked to only cast ballots for stay spas they’ve personally visited within the past three years.

Visit [Spafinder.com](http://www.spafinder.com) For a Complete List of 2009 Winners

A complete listing of Readers’ Choice Award winners will be featured in SpaFinder’s 2010 *Global Spa and Wellness Directory*, the definitive guide to spa and wellness destinations worldwide - and can also be viewed at:

<http://www.spafinder.com/spaguide/readerschoice/2009.jsp>

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, the Spa Enthusiast newsletter and the annual *Global Spa and Wellness Directory*. SpaFinder and its new gift division, Salon Wish, offer spa gift certificates and cards that are redeemable at a combined network of over 9,000 spas and salons worldwide and are available at thousands of retail outlets. The company’s technology division innovates new solutions that help spas build and streamline their businesses, including the popular SpaBooker 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.

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 marked 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, who are also 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. Lodging options range from enchanting suites and charming cottages to private homes and the historic hotel. The resort’s full-service spa offers a serene experience for body and soul with a full range of services including nurturing massage, as well as face and body treatments. Breakfast, lunch and dinner are served in The Artesian Restaurant with the newly opened Wine Bar and lounge. The legendary resort is 1 hour from both Santa Fe and Taos.