



Plus One Health Management Experiences Spa Growth

Trump International, New York Palace Hotel & The Regent Wall Street Part of Corporate Profile-

NEW YORK, MARCH 2003 – It's the start of a new year and the spa business shows no signs of dropping off from its '02 growth trend. Recently, ISPA polled its members on the trends they are experiencing, especially after 9/11, and they discovered the following:

- Group bookings have increased dramatically. Businesses and corporations are taking employees to spas for relaxation and are offering spa gift certificates as perks.
- Although there was an immediate drop in business following 9/11 that is no longer the case. Many spas are just as busy right now as in past years, with some experiencing dramatic increases in bookings.
- More people are driving to spas in their area, instead of flying across the country or outside the U.S. to visit a spa.
- Massages remain the most popular treatment; mind/body services such as body wraps and facials are being more frequently requested.

Few have seen such growth first-hand as New York City-based Plus One Health Management (www.plusone.com), who has especially seen this as a trend in their hotel spa business. Plus One currently manages the largest number of hotel spas in New York City including The Trump International Hotel and Tower Spa and Fitness Center, The New York Palace Spa and Fitness Center, The Plaza Hotel Spa, The Waldorf Astoria and Towers and most recently, The Regent Wall Street Spa.

"Our luxury spas speak to the savvy spa enthusiast. An innovative approach allows us to not only represent the sophistication of our environment, but to offer a spa experience that is unique to each guest," said Shaun Hallum, Director of Spa and Front Desk Services for Plus One.

The Trump International Hotel and Tower Spa and Fitness Center, presented by +1 Spa, (which recently received Mobil's 5 Star award for the 5th year in a row) renewed its contract with Plus One, adding a Nail Therapy suite, a relaxation lounge and will introduce an aesthetics menu with a full range of wedding packages. Additionally, the Trump Organization has renewed its management agreement to include Plus One as the service provider at the exclusive Trump World Tower at the United Nations.

The New York Palace Spa and Fitness Center, presented by +1 Spa extended its contract for a 3-year term and added 2 additional treatment rooms and an aesthetics program to include signature treatments and special packages for groups.

The Plaza Hotel Spa, presented by +1 Spa, enters its 4th year and now includes memberships for the public.

The Waldorf Astoria and Towers has plans to extend its 19th floor Fitness Center to add 4,000 square feet of additional treatment rooms and Nail Therapy. Additionally, +1 Massage Therapists are the choice of George W. Bush when he stays at the Waldorf Astoria.

The Regent Wall Street has selected +1 to operate their Spa. The spa will include multiple treatment rooms, a Vichy shower, Nail Therapy room, and a range of packages for weekend retreats and weddings.

Plus One Health Management provides fitness training, physical therapy, massage therapy, spa services, and fitness center design and management consulting for some of the finest organizations in the world. This includes a variety of 5 Star and 5 Diamond hotels, financial services firms, law partnerships, publishers, and hospitals. Founded in 1986, Plus One Health Management today employs more than 400 exercise professionals, who combined have logged thousands of hours of fitness training for today's most successful executives and hotel guests.