



**The Biggest Loser Resort at Fitness Ridge Named
"Best for Affordability, Best Fitness Program, Best for Hiking, Best for
Weight-Loss, and Favorite Spa Professional" in Prestigious Seventh-Annual
SpaFinder Readers' Choice Awards**

Ivins, Utah – October 6, 2009 – SpaFinder, Inc., the global spa resource, has announced that The Biggest Loser Resort at Fitness Ridge has been named among the top-10 best spas in the world for Best for Affordability, Best Fitness Program, Best for Hiking, Best for Weight-Loss, and Favorite Spa Professional 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 The Biggest Loser Resort at Fitness Ridge to be singled out by our readers is a tremendous honor."

The Biggest Loser Resort at Fitness Ridge provides one of the most affordable, calorie-controlled, structured programs in the weight-loss spa industry. Designed to give lasting results, guests will experience a boot-camp style program that features incredible hiking, stimulating cardio and stretch classes, delectable, low-calorie spa cuisine and practical education on how to live a "Biggest Loser" lifestyle. Fitness Ridge began in 2002 as collaboration between Tami Clark, Michelle Kelsch and Cameron Kelsch, three experienced entrepreneurs dedicated to health and wellness. Located on 10 acres in southern Utah, just minutes from Snow Canyon State Park, The Biggest Loser Resort at Fitness Ridge is surrounded by incredible scenery of majestic red bluffs, towering vermilion sandstone and black lava rock. It is a unique resort destination and a perfect place to reclaim your health. The Biggest Loser Resort at Fitness Ridge has been an award-winner in a variety of categories with Spa Finder since 2006. For more information about The Resort, please visit www.biggestloserresort.com.

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 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.