

## **For Immediate Release**

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## **Introducing Auriga, The Next Generation in Spas**

*Global Spa Brand Brings Together the Talents of Renowned Spa Consultants Raison d'Etre and Sylvia Sepielli with signature treatments inspired by the Phases of the Moon*

Atlanta, GA (July 14, 2008) – With a name inspired by the heavens and a distinctive approach to wellness, Auriga is emerging as a compelling new spa brand on the global scene. Spas have already opened in Austria and Ireland, and will debut in Mexico and Singapore by the end of 2008 and first quarter of 2009, establishing the Auriga brand worldwide.

An Auriga is a destination in itself that approaches wellness holistically and offers much more than pampering. Each spa combines a superior physical product with an exceptional level of service, the highest quality ingredients and innovative programs for an experience that transforms, revives and restores balance with nature's elements.

A hallmark of the Auriga experience is its selection of four signature treatments that are offered throughout the brand and reflect the varying energies of the lunar cycle. By tapping into the natural rhythms of the heavens, the treatments work to

realign mind, body and spirit to achieve greater equilibrium with nature. Each treatment is available during its corresponding lunar cycle: New Moon, to stimulate and awaken; Waxing Moon, to “sow the seeds” and nourish; Full Moon, to bring one to the height of his or her potential; and Waning Moon, designed to cleanse body and spirit.

“The moon phases have significance in nearly every culture around the world,” says Scott Rohm, senior vice president of operations. “No matter where an Auriga is located, people will be able to relate to these core treatments.”

Auriga is named for the constellation whose brightest star is Capella, and its first spa is located at Schloss Velden, a Capella Hotel (Austria). The hotel is part of the Capella Hotels and Resorts collection – a new brand of ultra-luxury properties for top-tier travelers founded by distinguished hotelier Horst Schulze.

The Auriga difference extends to its physical design ensuring that each Auriga can provide personalized treatments and unique programs that focus on overall health with lasting results. At an Auriga, guests are nourished by natural and organic products produced in small batches to ensure the purity, freshness and effectiveness of ingredients. Products and treatments are delivered by a highly trained and caring staff dedicated to excellent service.

While guests can expect the same standards of excellence and signature treatments at all Auriga locations, each spa is a unique reflection of its location and the people, culture and traditions it represents. Regional customs, indigenous products and authentic healing practices all come into play through the architecture, interior design, treatments, programs, products and service.

“There is no standard design to an Auriga, so each is a new adventure for our guests,” says Rohm. “The spas create their own definition of wellness through the authentic cultural experiences they present. For instance, the Auriga at

Schloss Velden features a therapeutic snow room that reflects its Austrian alpine setting. At Capella Pedregal, which will open in Cabo San Lucas by year's end, guests will be able to seek the counsel of an authentic *curandera* in a healer's cottage for treatments and rituals based on local folk healing traditions."

Auriga was created to serve as a destination spa in some of the finest hotels, cities and resort destinations around the world. Auriga collaborated with two renowned spa consultants, Raison d'Etire and Sylvia Sepielli, to develop the concept. Raison d'Etire is a Swedish-based spa company renowned for its ability to tailor-make high-end spas from the ground up, as well as re-invent existing facilities. The Raison d'Etire development team led the way with Auriga's signature treatments with the first opening in Velden, Austria in June 2007. The owner and president of Arizona-based SPAd, Sepielli specializes in creating legendary spas that are informed throughout by a sense of place. Spas she has worked with include Mauna Lani Spa on the Big Island of Hawaii, Spa Ojai in California, and Spa Village at Pangkor Laut, Malaysia.

"Auriga was honored to be able to bring these two well-known and celebrated industry experts together in the creation of Auriga," says Rohm. "We consider them our "in-house" experts and continue to look to them for guidance as Auriga evolves."

The Auriga spa at Schloss Velden has already garnered impressive accolades. The Schloss Velden spa was named "Best in Austria" by Gault Millau within six months of opening, and made the 2008 U.S. Condé Nast Traveler Hot List in its first year. New Auriga openings are scheduled in 2008 and 2009 at Capella hotels in Mexico and Singapore. For more information, visit [www.auriga-spa.com](http://www.auriga-spa.com).

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