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**THE SPA AT WHITEFACE LODGE: RUSTIC BEAUTY AND WORLD-CLASS
PAMPERING BLEND SEAMLESSLY FOR AN ADIRONDACK SPA
EXPERIENCE LIKE NO OTHER**

*August 2007 Opening Will Introduce a New Level of Luxury and Wellness to the
Region in Distinctive Treatments Infused with Maple, Juniper and Other Local
Botanicals*

LAKE PLACID, NY (June 6, 2007) – When the Spa at Whiteface Lodge opens this August, it will introduce a new level of luxury, wellness and pampering to the Lake Placid region, offering lodge guests and members a distinctive array of massages, body treatments and facials that draw on the Adirondacks' rich natural history and culture. This intimate, 5,800-square-foot mountain spa hideaway will blend the rustic beauty of its setting – from the almost mystical serenity of the forest to the purity of a mountain stream – with classic Zen details in an inspired design by noted interior designer Shari B. Michael and architect Andrew Chary, both of Chary and Associates. An evocative menu of treatments will be provided by WTS International, a leading spa consultant and management firm.

“In the tradition of the Great Camp culture that inspired the Lodge itself, our new spa will reflect a luxury that, while sparing no opportunity to pamper, fully embraces the rustic nature of its mountain setting,” said Olivier Bottois, Chief Operating Officer of The Whiteface Lodge. “It adds yet another dimension to the lodge experience for our guests and members, who already enjoy a level of service and amenities unprecedented in the region.”

Entering the spa will be like being drawn into a natural grotto, with pale yellow walls reflecting the gentle light at the edges of the day and rustic timbers evoking the forest beyond. In the reception area, water will spill tranquilly from a basalt-stone formation into a stream. A stone crossing will lead over the stream into the spa's pampering salon. Here, a gently undulating tile design will continue the theme of flowing water, while reclining pedi-thrones will offer up-to-the-minute luxury. The scents of maple, pine boughs and apple wood will

create the ambience of an old sugar house, and an aroma bar will allow guests to customize their hand or foot treatment at the salon, which will also offer a full array of hair, make-up and waxing services.

In the spa's welcoming central lounge, guests will be invited to refresh themselves with a an enticing selection from the tea bar, then settle into the comfort of oversized, Adirondack-style seating upholstered in subtle tones. Timbered ledges along the wall and polished concrete floors accented with strips of bronze in curving lines will add to the rustic serenity of the room, which will be softly lit by sconces and a dramatic antler chandelier.

Separate lounges for men and women will lead to locker rooms stocked with the finest organic spa products and plush robes, as well as men's and women's steam and sauna rooms to aid in the renewal process. There will be three treatment rooms on the lounge level, and an expansive stairway will lead down to three additional treatment rooms. Among these will be a Couple's Duet Suite with a tub built for two and featuring the latest in color enhancement therapy, where couples can clear their minds and deepen their connection to water, earth and each other through an inspiring French Lavender Sea Bath and Massage Ritual. In addition, a spacious wet treatment room with Swiss shower will provide an ideal finish to the spa's signature Wanderlust body treatments, which range from a luxurious Maple Butter Body Wrap to a Sugaring Off Body Polish.

Products for the Spa at Whiteface Lodge have been carefully selected from B Kamins' signature line to showcase local botanicals with healing qualities, from the restorative effects of bio-maple compounds to the handpicked organic ingredients of the Red Flower signature line. These will be incorporated into a distinctive menu of treatments that draw inspiration from the surrounding Adirondacks, which, in addition to the Wanderlust body treatments, will include a selection of Adirondack Forest Facials and Dreamcatchers' Massage Rites. Hydrotherapy soaks, classic massage techniques and anti-aging treatments will round out the menu, along with treatments designed especially for men, teens and mothers-to-be.

The Whiteface Lodge Resort & Spa is a 94-suite luxury resort and private residence club located in scenic Lake Placid, New York. This AAA Four-Diamond Award-winning resort was named one of Zagat's 2007/2008 World's Top Hotels, Resorts, and Spas, and has appeared on Condé Nast Traveler's "Hot List," The Robb Report's "Best of the Best" (one of only two in North America) since its 2005 opening. A member of The Leading Hotels of the World and designated a Virtuoso Preferred Hotel, The Whiteface Lodge is distinguished by Steak and Stinger, its celebrated restaurant, full-service Adirondack-style Spa, the Canoe Club on the shores of Lake Placid, indoor fitness center, indoor/outdoor pools, outdoor ice skating rink, movie theatre, family game room, and more. For information on full or partial ownership or reservations, call 1-800-903-4045 or log on to www.TheWhitefaceLodge.com.

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