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THE SPA AT WHITEFACE LODGE: RUSTIC BEAUTY AND UPSCALE SERVICES BLEND SEAMLESSLY FOR A WORLD-CLASS EXPERIENCE

Spa Provides a New Level of Luxury and Wellness to the Region in Distinctive Treatments Infused with Maple, Juniper and Other Local Botanicals

LAKE PLACID, NY – The Spa at Whiteface Lodge brings a new level of luxury, wellness and pampering to the Lake Placid region, offering guests a distinctive array of massages, signature body treatments and facials that draw on the Adirondacks’ rich natural history and culture.

The intimate, 5,800-square-foot mountain spa hideaway blends the rustic beauty of its setting – from the serenity of the forest to the purity of a mountain stream – with classical Zen details in an inspired design by noted interior designer Shari B. Michael and architect Andrew Chary, both of Chary and Associates. An innovative menu of treatments is provided, developed by WTS International, a leading spa consultant and management firm.

“Our spa’s sophisticated offerings can be tailored for families, couples, mothers/daughters, teenagers, girlfriend’s getaways and other special groups to make the overall experiences more meaningful and memorable,” said Phil Anderson, General Manager, The Whiteface Lodge. “Our spa adds yet another dimension to the resort’s romantic, luxurious ambiance and brings a standard of service unprecedented in the region.”

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Upon entering the spa, a guest is immediately soothed by pale yellow walls reflecting the color of soft sunlight and timber evoking the forest beyond.

In the reception area, water spills gently from a basalt-stone formation into a stream. A stone crossing leads guests over the stream into the spa's pampering salon. Here, a gently undulating tile design continues the theme of flowing water, while reclining pedi-thrones offer up-to-the-minute luxury. The scents of maple, pine boughs and apple wood creates the ambience of an old sugar house, and an aroma bar allows guests to customize their hand or foot treatment at the salon, which offers a full array of hair, make-up and waxing services.

In the spa's welcoming central lounge, guests are invited to select refreshments from the tea bar and then settle into the comfort of oversized, Adirondack-style seating. Timbered ledges along the wall and polished concrete floors accented with strips of bronze add to the rustic serenity of the room, which is softly lit by sconces and a dramatic antler chandelier.

Separate lounges for men and women lead guests 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 are three treatment rooms on the lounge level, and an expansive stairway that leads down to three additional treatment rooms. Among these are a Couple's Duet Suite with a tub built-for-two and featuring the latest in color enhancement therapy, where couples can deepen their connection to water and earth through an inspiring French Lavender Sea Bath and Massage Ritual. A spacious wet treatment room with Swiss shower provides an ideal finish to the spa's signature Wanderlust body treatments that 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. Incorporated into a distinctive menu of treatments that draw inspiration from the surrounding Adirondacks, in addition to the Wanderlust body treatments, the Spa at Whiteface Lodge's menu includes a selection of Adirondack Forest Facials and Dreamcatchers' Massage Rites. Hydrotherapy soaks, classic massage techniques and anti-aging treatments round out the menu, along with treatments designed especially for men, teens and mothers-to-be.

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About The Whiteface Lodge

Located in the woodland setting of the High Peaks region of Lake Placid, New York, The Whiteface Lodge is the only all-suite Resort in the Adirondacks, offering 94 guest accommodations. The Resort also offers a value-added

experience unparalleled in the region, providing guests with access to a wide range of gratis amenities, services and activities, including a sumptuous breakfast each morning in Kanu, the Resort's signature dining area; a creative kids program for ages three to ten called Kamp Kanu; onsite heated swimming pools; fishing in a stocked catch and release pond, with all equipment provided; basketball, tennis and paddle tennis courts; sophisticated fitness center; three-season ice skating rink; family game room with a two-lane bowling alley; nightly s'mores campfire; and a 54-seat movie theater. Additionally, during the summer, guests of the Resort receive complimentary access to the private lakefront "Canoe Club," where kayaks, canoes, and paddleboats are all gratis.

Inspired by the historic Adirondack "Great Camps," signature features of The Whiteface Lodge also include plush Adirondack-styled furnishings, fireplaces, gourmet kitchens, private balconies, granite baths, and complimentary high-speed Internet. A 5,800-square-foot Spa, with treatments and services embracing local elements and ingredients, is a favorite spot for Resort guests.

The Whiteface Lodge features four dining areas -- The Kanu Lounge for casual fare and Kanu, where guests may enjoy a formal or casual culinary experience, such as tapas and cocktails, or a three-course, wine-pairing lunch or dinner. Featuring old-fashioned decor blended with a wide range of modern ice cream dishes, the Resort's onsite Ice Cream Parlor was developed to provide tasty treats to guests of all ages. Additionally, select grilled culinary fare, complimented by refreshing beverages, are featured at the Resort's private Canoe Club, located on Lake Placid. (The Canoe Club is open only during the summer). Recently, the Resort expanded its culinary services, enabling guests lounging by the pool, in lean-tos or on the outdoor patios and terrace to enjoy tapas, meals and beverages of their choice. The Resort also provides 24-hour In Room Dining.

Awards & Accolades

The Whiteface Lodge is a AAA Four-Diamond Award-winning property. In 2008, the Resort ranked third on the 'Best Hotel Spa' list per *Condé Nast Traveler's* list of the "Best Spas in North America and the Caribbean." and it placed 41 on *Conde Nast's* 2008 list of "The Top 50 Ski Hotels in North America." Additionally, The Whiteface Lodge has been named "one the top places to stay" according to *National Geographic Traveler's* 2009 "Stay List"; one of 2007/2008 World's Top Hotels, Resorts, and Spas per Zagat's; and was listed in third place on TripAdvisor.com's 2009 list of "Top 10: Spa Destinations." The property has also appeared on *Condé Nast Traveler's* "Hot List" and *The Robb Report's* "Best of the Best" list since its 2005 opening. With a renowned culinary program, The Whiteface Lodge was selected to participate in the prestigious 2009 James Beard

Society "Taste of New York" culinary event in New York City. The Resort's Executive Chef and Sommelier achieved the coveted honor of creating and presenting the entree and wine pairing to over 50 distinguished culinary experts and journalists.

The Whiteface Lodge is a member of The Leading Hotels of the World. For information, please call 1-800-903-4045 or visit www.TheWhitefaceLodge.com.

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