

FOR IMMEDIATE RELEASE

New spa-focused television show promises to drive focused attention to our industry.

Scottsdale, AZ February 25, 2007: Melinda Minton, Executive Director of The Spa Association (SPAA) and founder of Minton, *Expect The Best*, has partnered with "Arizona's Own" AZ-TV to produce and host a 12 episode half-hour television program to focus on the spa industry, wellness, healthful living with highlights on products and services related to health and beauty. Immediate plans are under way to profile the best spas in Arizona with future plans expanding into other markets. The best spas of all sorts will be featured as well as treatments, trends, homecare options travel, cuisine and spa living. Within a year the program will roll out nationally to feature spas across the country with a satellite feed allowing programming to penetrate major markets.

Spa Living will debut in the Spring of 2007 and appear at primetime positioning on Sunday evenings to capture the leisure market. Guest appearances and sponsorships are being finalized. Given that the spa industry is not yet media saturated and yet is a timely topic for a more progressive, affluent audience; the time is ripe for this type of programming. Initially, key spas across the Arizona region will be featured targeting the best resort, hotel, medical wellness and day spas in the area. In time, the show will expand to bring attention to spas in other parts of the U.S. and internationally. The Spa Association (SPAA) is acting as a major sponsor for the television program and is currently looking for a few more guests and products to be featured.

SPAA is your one stop professional association for information, resources, education, and community in the spa industry. With this extra media outlet, The Spa Association can only grow in its ability to assist with consumer and professional standards, while helping vendors, spa owners and technicians run a more profitable business and enjoy robust career options. SPAA is taking the professional beauty industry to the next level with this innovative strategy to make our members and the industry more successful. Find out more about The Spa Association by going to our website at www.thespaassociation.com, emailing info@thespaassociation.com, or your phone calls are always welcome at 602-540-4696.

Melinda Minton is a health and beauty expert and one of the founders of the spa industry. With over 23 years of experience working with resorts, spas, wellness centers, medical spas and fitness centers Minton is an internationally recognized author, speaker and leader in her field. Find out more about Melinda Minton by visiting www.spaminton.com, email Melinda@spaminton.com or phone 602-540-4696.