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## **MIRAVAL EXPANDS TO NEW YORK CITY AND COSTA RICA**

***Miraval Living to be First-Ever “Inspired Living Residence” in New York City***

***Miraval Resort in Costa Rica to be First Expansion of Award-Winning Tucson Facility***

New York, New York (October 2006) – The award-winning destination spa Miraval Resort Tucson, today announced plans to launch two distinctive new facilities and initiatives. The first, *Miraval Living, 515 E. 72<sup>nd</sup> Street, New York*, will be a one-of-a-kind residence, offering New Yorkers a place to live that will transform how they live in the world’s busiest city. And *Miraval Resort, Punta Cacique, Costa Rica*, will provide visitors with a vacation experience previously only available at the Miraval Resort, Tucson, Arizona, campus.

“After years of careful planning, we are announcing plans to bring the Miraval experience to new places and new people,” said Steve Case, whose Revolution Living is the majority owner of Miraval. “For 10 years, Miraval has set a standard for how a vacation can change your life; now, Miraval is ready to change how people live.”

### **Miraval Living – New York**

Miraval Living is coming to life on the Upper East Side of Manhattan. With 365 apartments featuring panoramic skyline views, it will be a residence like no other in New York. Among its features will be:

- *Access to the residents-only Miraval Spa and Fitness Center*, the Center will feature facilities similar to those found at Miraval Resort Tucson, including a full spa; pilates, yoga, tai chi, and aerobic classes; and indoor sports facilities.
- *A personal Miraval Advisor for each resident*, to help guide the resident toward a more balanced lifestyle, and to help that resident take full advantage of Miraval Living’s one-of-a-kind facilities and classes.
- *A private garden*, approximately 20,000 square feet of quiet contemplation in an unmatched oasis in the heart of Manhattan.
- *The Miraval Garden Café*, the only place outside of Tucson where one can dine on Miraval’s award-winning, healthy cuisine.

- *Environmentally-sensitive design*, featuring “good-for-you, good-for-the-planet” features that are the hallmark of Miraval Resorts.
- *Miraval’s Quantum Leap™*, its signature challenge course designed to help participants challenge their perceived limits of physical and risk tolerance, as well as their creative and intellectual preconceptions.
- *An indoor, heated pool*, with a non-chlorine filtration system.
- *Incredible Miraval facilities*, including a creative arts studio, a meditation room, a tea & relaxation room; and, a demonstration kitchen.

“There are many amazing places to live in New York City, but Miraval Living will be the first place to live that will change your life,” said John Vanderslice, Chief Executive Officer of Miraval. “By transporting our experiences to New York City, we will make it possible for people to live a better, more inspired life in that city.”

### **True to the Environment**

Miraval Living – New York residents will also enjoy their amenities in a clean environment with HEPA air filters which capture 99.97 percent of contaminants of 0.3 microns in size. Further, there will be no or low VOC paints, natural fiber carpets, saline treatment system instead of chlorine for the indoor pool and more to help make the cleanest environment possible.

“Miraval is committed to doing our part to create a clean environment which reduces harmful toxins for our residents and minimizes the impact to our planet,” said Vanderslice.

### **Miraval Costa Rica**

In addition to Miraval Living, 515 E. 72<sup>nd</sup> Street, New York, Miraval is growing its destination resorts collection with the addition of a new Miraval Resort in the Guanacaste Province, on the northwest coast of Costa Rica. Miraval is blending its full range of experiences into Costa Rica’s unique local culture and lush environment to deliver a better living and vacation experience.

Currently planned for 100 guest rooms and 40 villas, Miraval Resort, Punta Cacique, Costa Rica is intended to be the center of a new style of international resorts that will integrate indigenous art, culture, community, retail and more. Opening is scheduled for late 2008.

“Costa Rica is the perfect location for the next Miraval Resort,” said Vanderslice. “It is already a popular destination with soft-adventure travelers, and is exploding with mainstream luxury travelers seeking a new experiential vacation. Miraval has a heritage of delivering exactly what those traveling to Costa Rica are seeking.”

## About Miraval

The flagship, award-winning Tucson resort is nestled in the foothills of the Santa Catalina Mountains in Southern Arizona. Miraval invites people to learn about and embrace a more inspired life, through subtle to profound changes. Guests are presented a robust option of personal experiences for the body, mind and spirit. The resort's 100 luxury, and recently refreshed hacienda-style guestrooms sit comfortably on 400 picturesque acres of the Sonoran Desert. The Miraval philosophy is one of balance and choice where guests are encouraged to relax, discover, and grow with over 150 programs and activities in eight core areas. Miraval is consistently rated the #1 Destination Spa, including the following accolades:

- #1 Destination Spa in North America by SpaFinder Magazine, 2006
- #1 Destination Spa in the World by Travel + Leisure in 2003, 2004, 2005
- #1 Destination Spa in the U.S. by Zagat Survey in 2001/2002 and 2003/2004
- #1 Destination Spa in North America by Conde Nast Traveler in 2004 and 2006

Miraval's majority owner is Steve Case's Revolution Living. For further information about Miraval Living located at 515 East 72<sup>nd</sup> Street, please call 800.232.3969 or log onto [www.miravalresort.com](http://www.miravalresort.com); or contact the sales and presentation center directly at 212.772.2722 or visit online at [www.miravalliving.com](http://www.miravalliving.com).

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