

CROWN METROPOL

MEDIA RELEASE

Isika, Crown Metropol's New Luxury Day Spa to Open Early 2010

November 2009.... Crown's third hotel, Crown Metropol, which is set to open in early 2010, will be home to Melbourne's only sky-high resident day spa, Isika. The stunning new spa will offer guests an unparalleled level of luxury not previously available in Melbourne. Located on level 27, Isika day spa will share the floor with the hotel's infinity and refreshing plunge and vitality pools, spa and world-class gymnasium. Guests of Isika spa may choose to reside in one of the exclusive residential spa accommodation rooms located on level 26, giving them the utmost in privacy and relaxation with direct access via a private staircase to Isika.

This new urban spa and retreat presents an array of choices to guests making it the ultimate haven of luxury. Isika spa includes 10 treatment rooms, a hair salon, nail bar and experienced therapists. Both men and women will benefit from the individually designed and tailored male and female treatments.

Isika will use luxury spa brand Aromatherapy Associates, a brand currently used in the established Crown Spa. Renowned for their belief in the healing powers of plant extracts. For discerning gentlemen, Isika has sourced premium skincare brand Skinn. These products are designed for the specific needs of male skin and contain the highest quality ingredients.

Isika will offer body treatments, manicures, pedicures and facials, and a range of packages focussing on stress relief, men's grooming, detoxification, fitness and well-being. The combination of these extensive treatments, along with Isika's individually styled packages, Isika is set to become Melbourne's leading urban retreat.

Crown Metropol, Crown's new 658-room, \$300 million AUD hotel reflects the urban and metropolitan context of the hotel's design and location. Australia's newest hotel will attract international leisure guests as well as cater for global convention and conference delegates. The architecturally striking design includes a stunning futuristic podium entry, a sky bar and terrace on level 28, the hotel's highest floor, access to extensive meeting rooms and a retail precinct showcasing brands previously unavailable in Australia.

For more information please visit www.crownmetropol.com.au

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For more information or to arrange for images and a media kit please contact:

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