



SCANDINAVE
Les Bains
VIEUX-MONTRÉAL

Press release – for immediate distribution

An experience exclusive to Montreal
**SCANDINAVE LES BAINS VIEUX-MONTRÉAL: AN AGE-OLD TRADITION WITH A
CONTEMPORARY FEEL**

MONTREAL, January 19, 2009 – Today the new *Scandinave Les Bains Vieux-Montréal* officially opened to the public, the culmination of the building of an impressive facility that required an investment of \$4.6 million. This new relaxation retreat is located in the Vieux-Montréal sector of the city, where Montrealers and tourists will be able to discover an age-old tradition in a contemporary and authentic environment.

“*Scandinave Les Bains Vieux-Montréal* is the only spa on the Montreal island where people can enjoy the age-old experience of the Scandinavian baths, a relaxation method and a source of physical and spiritual well-being that is among the oldest European traditions,” said Benoît Berthiaume, president and co-founder of the project. “*Scandinave Les Bains Vieux-Montréal* is a veritable Eden in an urban setting, providing visitors with a multi-sensorial experience from baths, massages, relaxation and product tasting, all in an environment of natural elements and materials such as water, daylight, wood and stone.”

Designed by a world-class architectural firm

Scenographically designed by Saucier + Perrotte Architectes, the sequence of the overall experience and the services provided in the stunning facility integrated within the existing building at 71 de la Commune Street West will undoubtedly make *Scandinave Les Bains* the new must-visit venue in Old-Montréal.

“The spatial inspiration of *Scandinave Les Bains*, is derived from the emotionally moving, natural element that occurs from the dramatic meeting of ice and fire, two forces that are both contrasting and unifying at the same time,” remarked Benoît Berthiaume. “This leads to a rare phenomenon of putting the senses on alert, kindling a relaxing and comforting experience.”

Made from IPE wood, the floor and ceiling recreate the undulations found in a natural terrain. Waterfalls are judiciously used to evoke a sense of relaxation. Slate covers the heated seats and changing-room floor to lend the impression of being in a natural-setting grotto. In the baths area, the landscape changes and the floor is made of marble and dark limestone, giving the feet a feeling of comfort and softness. The “raw” and natural materials used in the designing process give the entire layout a totally authentic look.

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"Surprisingly, Scandinavian baths and thermotherapy are still relatively unknown in North America," noted Mr. Berthiaume. "But it is really a tailor-made experience for people that want to rid themselves of the inherent stress of modern-day life, and those that are seeking a better physical and spiritual balance."

A gift that removes the stress for family and friends

If you're starting to despair about ever being able to give an original gift to someone dear to you, take heart. *Scandinave Les Bains Vieux-Montréal* has gift certificates that will allow your parents, friends or colleagues to enjoy the wealth of pleasant experiences, from a Scandinavian bath to one of the five packages for one or two people, which enables them to add a 60- or 75-minute massage to their stay. Your loved ones will tell you that no other gift offers such outstanding value in terms of cost-to-quality-of-experience.

About Gestion Rivière du Diable inc.

Gestion Rivière du Diable Inc. (GRD) is a group of private Quebec investors specializing in the design, construction and management of corporate and franchised spas that provide an exclusive thermal experience in a relaxing resort or urban setting.

Le Scandinave Spa™ Mont-Tremblant, one of the biggest success stories in recent years in the area of tourism and health-related activities based on relaxation and global harmony, exemplifies the GRD brand, marked by a seal of authenticity and well-being that are found in the various sites owned by the group.

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