



SCANDINAVE SPA GROUP

Press Release
For immediate release

Le Scandinave Spa :
Water quality of the highest standard is guaranteed
Since the release of an alarming report about water contamination in public spas, Le Scandinave Spa details its policy concerning public health and safety standards

Montreal, October 7th 2009 – “In each establishment owned by Le Scandinave Spa, the water quality is under strict control and testing is conducted at a greater frequency than is required by Quebec regulations,” explains Benoît Berthiaume, President of Scandinave Mont-Tremblant and Scandinave Les Bains, owner of **Scandinave Spa Mont-Tremblant, Scandinave Les Bains Vieux-Montréal**, Scandinave Spa Blue Mountain in Ontario and Scandinave Spa Whistler in British Columbia.

A report that is making waves

These assertions made by Mr. Berthiaume follow the recent publication of a report on water contamination in public spas released by the Institut national de la santé publique du Québec (INSPQ). The study, conducted on 95 spas throughout the Eastern Townships and the Quebec and Chaudière-Appalaches regions, demonstrates that 51% of the installations evaluated are contaminated with bacteria, 25% of which are at levels considered “disturbing”.

“We support the INSPQ’s initiative in every way. It is very important that a spa’s clientele know they are visiting a professional establishment where they don’t have to worry about health risks and can just enjoy a relaxing and rejuvenating experience,” points out Benoît Berthiaume. “To this end, we encourage people to check the water quality control records of the establishments they visit and to inquire about the frequency of these controls.”

Under Strict Control

In accordance with Quebec law, quality control records must be accessible to the public and the tests must be conducted at least **three times a day**. Every Le Scandinave Spa location uses a state-of-the-art computerized system that verifies the physio-chemical composition of the pools (including pH and chlorine levels) and adjusts them continuously, 24 hours a day. Our technical teams then double-check this data **four to six times a day**, which is twice as often as the law requires.



SCANDINAVE SPA[®] GROUP

But even the most foolproof system alone cannot guarantee water safety – the competence of the operators running such systems plays a key role as well. As noted by Joël-Éric Mignault, President and owner of Eau de Gamme, a company specializing in consultation, conceptualization as well as maintenance and management programs for pools and spas, “As a pioneer in the field of thermotherapy and Nordic spas in Quebec, Le Scandinave Spa has always been the example to follow and its reliable staff is fully trained in the proper supervision of its control systems.”

“Verifying water quality is important and demanding work,” concludes Mr. Berthiaume, “and for our part, we did not wait for the regulation revisions of 2012 to act. We are taking every measure needed to guarantee the quality of our water. Moreover, our control records are available to our clients at the reception desk and our experts are there to answer all of their questions. We care about our clients’ peace of mind and we want to offer them a satisfying experience, 100% guaranteed.”

About Gestion Rivière du Diable Inc.

Gestion Rivière du Diable Inc. (GRD) is a private group of Quebec investors specializing in the conceptualization, construction and management of corporate or franchised spas that offer an exclusive and relaxing thermal experience in a countryside resort, or urban, setting. *Le Scandinave Spa[™] Mont-Tremblant*, one of the greatest success stories of recent years in tourism and health-based activities promoting relaxation and holistic harmony, is emblematic of the GRD signature, the seal of authenticity and well-being, displayed at every location owned by the group.

- 30 -

Source : Gestion Rivière du Diable Inc. (GRD)

Contact: Marie-José Bégin
Ping Communication
514-994-0802

Marie-José Bégin
Consultant
Cell.: 514 994.0802