



Gestion Rivière du Diable Inc.

For Immediate Release

GRD COMPANY BACKGROUND

Quebec-based Scandinavian-Style Spa Specialists

MONT-TREMBLANT, March 2009 – Gestion Rivière du Diable Inc. (GRD) is a group of private Quebec-based investors specializing in the design, construction and management of Scandinavian-style spas. Operating under the brand Le Scandinave Spa and Scandinave Les Bains, the Company provides the exclusive thermotherapy experience in a resort or urban setting. By keeping the product simple and authentic, GRD has refined the thousand year-old thermal tradition with its cutting-edge facilities set in a contemporary design or integrated with nature.

In December 1999, the Group launched Le Scandinave Spa Mont-Tremblant. Nestled on the shores of the du Diable River, the Spa has gained an outstanding reputation and has been one of the major success stories in recent years in the health and wellness tourism market. Building on the success of Mont-Tremblant, in December 2006 GRD launched its first franchise operation at the Blue Mountain resort, a \$6-million investment situated amid the trees in Collingwood, Ontario. It wasn't until January 2009 that GRD developed its first urban-style thermal spa, Scandinave Les Bains, in picturesque Old Montréal. With construction currently underway on GRD's fourth Scandinave spa in Whistler, BC, Le Scandinave Spa Whistler etched into the hillside will be complete in fall 2009, just in time for the 2010 Winter Olympics.

A unique product in Whistler, BC

The site for the next phase of expansion for GRD is North America's top ski resort. Le Scandinave Spa Whistler will be the Group's first western Canadian spa. The \$8 million project, a 20,000 square foot facility, will consist of six separate buildings on three acres of forest on the edge of Lost Lake and Spruce Grove parks.

Award winning spas

Le Scandinave Spa Mont-Tremblant and Blue Mountain have been listed among Canada's Best Spas 2009 as best Outdoor Experience by the renowned www.TravelToWellness.com. Furthermore, the two spas have been chosen by the Canadian Tourism Commission (CTC) to be part of The Spas Initiative final list, becoming part of the CTC's primary inventory of spa experiences across Canada. Mont-Tremblant and Blue Mountain Le Scandinave Spas will be developed into CTC marketing assets.

Partners' Profile

Co-owners and founders of Le Scandinave Spa Mont-Tremblant, Benoît Berthiaume and Pierre Brisson possess more than 35 years' experience in project management and marketing and communications in various recreation, ski and resort centers. Brisson was managing director of the Tremblant installations for Intrawest for eight years, and director of finances and operations for l'Association de villégiature Tremblant. NHL stars Vincent Damphousse and Éric Desjardins are also part of the GRD group and help develop the Scandinavian-inspired spas across North America. Benoît Berthiaume and Pierre Brisson together with Vincent Damphousse, Éric Desjardins, René Larouche, Steven Boulet and the FTQ Solidarity Fund form the Gestion Rivière du Diable Inc. group, based in Mont-Tremblant. The Caisse Desjardins has been a partner since the founding of GRD.

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For more information about Le Scandinave Spa or the Scandinavian baths experience, visit www.scandinave.com or call 604-935-2424.

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