



2006 MEDIA FACT SHEET

MONTAGE MEN'S 'SPA MARATHON' FEATURES 26 WAYS TO SEPARATE THE BOYS FROM THE MEN

Gentlemen's Surrender in Laguna Beach: Ultimate Place for a Guy to be a Guy

Spa Montage has introduced Gentlemen's Surrender, a just-for-men spa marathon that offers the ultimate in guy-dom. The program customizes a personal marathon of outdoor, indoor, metro, manual, electronic and holistic activities to deliver optimal wellbeing in a casually elegant oceanfront setting.

WHAT: Gentlemen's Surrender breaks new ground in spa treatments for men. The guest consults with his Surrender team – therapist, wellness coach and personal trainer– to discuss lifestyle needs, wants and concerns and then “surrenders” to a completely customized menu of in-depth experiences designed to heal body, mind and spirit.

WHY: Achieving optimum personal health requires experiences that go beyond the surface to offer transforming insights and solutions. Gentlemen's Surrender engages men in activities that challenge, educate, expand and comfort, and provides them with at-home regimens to continue the transformation.

WHO: Designed for men seeking to enhance their personal health and wellbeing, who may wish to relieve stress, increase confidence, perfect skills, add workouts, try new sports, expand interpersonal relationships and learn more about food and wine.

WHERE: Spa Montage, Montage Resort & Spa, Laguna Beach. The men's club-style locker room features indoor/outdoor relaxation areas with fireplace, shower, steam, sauna, whirlpool, cold plunge and oceanfront fitness facilities.

HOW: A four-day Gentlemen's Surrender personal spa marathon might include:

Day 1

- Oceanfront Chi Gong, gentle exercises with flowing motions, posture and breathing concentration to promote physical and mental wellbeing

- Inner Golf, including video swing and putting analysis, tips on improving mental game followed by 18 holes played with professional instructor

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- Art of Spa, an interval circuit with hot and cold cycles that begins with a Jacuzzi dip to warm up tired muscles, then a cold plunge at 57 degrees to invigorate circulation, followed by the eucalyptus steam room to raise heart rate and open pores, and finishing in the dry redwood sauna
- Therapeutic sports massage to relieve muscles and promote relaxation
- Seaweed wrap to re-mineralize and replace trace elements
- Sunset Thalassic beach walk to focus on mind-body benefits of ocean air

Day 2

- Oceanfront power yoga to calm nerves, quiet the mind and relax the body
- Sunrise surfing or sea kayaking with a private coach to help master the techniques
- Cardio ramping session with personal trainer
- Underwater hydrotherapy massage to soothe muscles and release tension
- Neptune's Clay body wrap to release toxins and free radicals
- Art of Shaving, instruction in achieving the perfect shave based on skin and beard type, with customized shave kit and products
- Sunset wine and artisan cheese tasting with sommelier and cheese sommelier

Day 3

- Daybreak Tai Chi, internal martial arts on the oceanfront lawns to enhance the body's flow of energy and core strength
- Beach boot camp, high intensity workout intervals in the soft sand with personal trainer
- Gentleman's facial to cleanse and tone skin, with product recommendations to maintain youthful glow at home
- Signature hair and scalp treatment to condition and revitalize
- Lunch with personal trainer and nutritionist
- Tour de Laguna, a simulated road race on a rugged course with a trained cyclist to add thrills and motivation to the workout
- Pacific Jazz Concert, VIP tickets with backstage passes in company of music expert

Day 4

- Sunrise bluff hike, guided hike along coastal trails and panoramic ocean bluffs
- Plein air painting session on the bluffs with landscape painting expert
- BOSU box, a unique workout that combines cardiovascular intervals using the BOSU balance trainer with boxing conditioning drills to improve coordination
- Laguna Beach Kur, a relaxing and invigorating ritual with indigenous botanicals that begins with a mustard and eucalyptus hydrotherapy session, followed by a cold sheet wrap to enhance the body's auto-immune response while combating stress, fatigue, and mental exhaustion

- Spa Journey manicure and pedicure to complete the total grooming package
- An evening cigar session paired with fine cognac, to be enjoyed at the Studio oceanfront firepit amidst a backdrop of crashing waves

- more -

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Gentlemen's Surrender begins at \$400 for two-hour consultation and treatment. Programs of one or more days include spa robe and lunch daily.

AVAILABLE FOR INTERVIEWS: Spa Director Julie Raistrick can discuss the growing interest in advanced men's spa services. This includes how she and the staff anticipate trends to develop and deliver innovative new programs that encourage a broad-based approach to personal health, and why Gentlemen's Surrender addresses all aspects of the "Montage DNA" that makes the resort unique.

ABOUT MONTAGE: Montage Resort & Spa, set on a coastal bluff overlooking the Pacific in the heart of the vibrant arts community of Laguna Beach, offers 30 acres of oceanfront luxury. The 262-room craftsman-style resort features beachfront accommodations; a 20,000-square-foot spa; destination dining at Studio; a wealth of outdoor recreation, including three pools, beach and water sports; a fine art collection; and more than 20,000 square feet of indoor and outdoor meeting space. For information and reservations, please contact Montage Resort & Spa, toll-free, at 1-888-715-6700; or visit the Web site at www.montagelagunabeach.com.

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