



## Canyon Ranch SpaClub At Gaylord Palms Gives Central Florida Visitors A Chance To 'Live the Legend'

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KISSIMMEE, Fla.--(BUSINESS WIRE)--March 28, 2002--

### Kissimmee Resort Location Is Second SpaClub For Internationally Famous Canyon Ranch

Travelers to Central Florida can now enjoy a taste of the legendary Canyon Ranch at the new Canyon Ranch SpaClub at Gaylord Palms, officially celebrating its grand opening today. Canyon Ranch SpaClub, located inside the massive new Gaylord Palms Resort & Convention Center, is a 20,000 square-foot spa, beauty salon, wellness and fitness facility - the largest hotel-based facility in Central Florida.

This is the second resort location for the exclusive Canyon Ranch SpaClub brand. The first opened in 1999 at The Venetian Resort in Las Vegas. Canyon Ranch is best known for its two award-winning destination health resorts in Tucson, Arizona and Lenox, Massachusetts. In November 2001, Canyon Ranch announced it was designing and operating the health spa and fitness facilities on board the Queen Mary 2, a luxury liner from Cunard Lines.

"Canyon Ranch is world renowned not only for its exceptional spa facilities and treatments, but for its unique approach to healthy living education and awareness," said Colin Reed, president and CEO of Gaylord Entertainment Company. "The addition of a Canyon Ranch SpaClub complements the high quality product and services our newest Gaylord Hotel offers to our guests. The SpaClub is just one amenity that will ensure our property is unparalleled in the hospitality and convention business."

At the new Canyon Ranch SpaClub at Gaylord Palms, visitors can experience the most desirable spa amenities, all with the Canyon Ranch signature emphasis on the mind, body and spirit:

- A full menu of treatments, including the 80-minute Canyon Ranch Massage, the popular Mango Sugar Glo conditioning body scrub, the Endless Energy Pedicure and Euphoria, a 100-minute conditioning massage and body treatment
- Other rejuvenating spa and body treatments include therapeutic bodywork, mud, aromatherapy, ayurvedic and seaweed treatments, facials, masks and body cocoons
- 25 massage, body and skin care treatment rooms
- Comprehensive fitness facility with cardio-vascular and weight-training equipment
- Men's and women's locker rooms with steam and sauna rooms
- Canyon Ranch Salon with beauty services for men and women
- Canyon Ranch Living Essentials(SM) spa boutique

Canyon Ranch healthy living experts will offer presentations and workshops addressing lifestyle change, health and medical issues, stress management, smoking cessation, healthy aging and disease prevention.

Certified fitness instructors conduct daily group and private fitness, yoga and tai chi classes. SpaClub staff professionals also are available to present unique healthy living activities, such as energy breaks, during on-site meetings and conventions at Gaylord Palms' convention center.

The Canyon Ranch SpaClub Salon features an extensive menu of hair design and nail care treatments from luxurious spa manicures and pedicures to makeup consultations and makeovers.

Canyon Ranch cuisine from the incomparable Canyon Ranch kitchens - food that is both nutritious and created with the highest gourmet standards - is available on the in-room dining menu and eventually at various restaurants throughout the resort.

"Canyon Ranch is honored to our newest SpaClub at Gaylord Palms," said Jerry Cohen, Canyon Ranch President and CEO. "We are proud to be able to offer a rejuvenating health and wellness oasis for guests from around the world who will be visiting the resort for business or pleasure, as well as convention-delegates and their spouses."

Canyon Ranch in the Berkshires, the celebrated health resort in Lenox, was recently recognized for excellence by the readers of Conde Nast Traveler in the magazine's 2002 Readers' Choice Spa Poll. Canyon Ranch in the Berkshires was voted Best Spa for the fifth time. The Conde Nast Traveler 2002 Readers' Choice Spa Poll appears in the magazine's April issue, currently on newsstands.

Canyon Ranch now has the distinction of being an eight-time winner of the magazine's Best Spa accolade. Canyon Ranch in the Berkshires, which opened in 1989, placed first in 1991, 1994, 1995, 1998, and now 2002. Canyon Ranch's sister health resort in Tucson, Arizona won in 1990, 1992 and 1997.

## About Gaylord Palms

Gaylord Palms Resort & Convention Center is a property of Gaylord Entertainment, a leading hospitality and entertainment company based in Nashville, Tenn. Gaylord Entertainment owns and operates Gaylord Hotels branded properties, which includes Gaylord Opryland Resort & Convention Center in Nashville, Tenn. The company's entertainment brands include the Grand Ole Opry, Acuff-Rose Music Publishing, the Ryman Auditorium, the General Jackson Showboat and WSM Radio. Gaylord Entertainment's stock is traded on the New York Stock Exchange under the symbol GET. For more information about the company visit <http://www.gaylordentertainment.com>.

## About Canyon Ranch

Canyon Ranch Health Resorts are award-winning vacation destinations dedicated to healthy living. Guests enjoy a full array of indoor and outdoor fitness activities and classes, hiking and biking programs, luxurious spa and beauty treatments, nutritious gourmet dining and private consultations and workshops with medical and wellness experts.

Mel and Enid Zuckerman founded the original Canyon Ranch Health Resort in Tucson, Arizona in 1979. Canyon Ranch in the Berkshires Health Resort opened in Lenox, Massachusetts in 1989. Canyon Ranch SpaClub, a 65,000-square-foot health spa, wellness and fitness facility, opened at The Venetian Resort in Las Vegas, Nevada in 1999. In 2000, Canyon Ranch announced the formation of Canyon Ranch at Sea, a new division that will operate a line of luxury cruise ships. In 2001, Canyon Ranch announced it will design and operate a Canyon Ranch SpaClub facility on board the Queen Mary 2. In 2002, Canyon Ranch SpaClub at Gaylord Palms opened in Kissimmee, Florida.

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