



For Immediate Release
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**OLAVIE CHARDONNAY WINE THERAPY
SPA TREATMENTS BARREL OUT OF WINE COUNTRY AND INTO THE ROCKIES!**

NEW YORK, March 28, 2007 – Adding to its roster of prestigious clients such as the Pritikin Longevity Center and The Willard, OLAVIE is proud to announce that beginning April 1st, The Broadmoor Spa will start providing their wine therapy spa treatments and products.

In recent months, the popularity for OLAVIE Chardonnay wine therapy spa treatments and products has manifested into a growing sensation that has not only wine country, but the entire nation talking, receiving press coverage in widely-read magazines such as Lucky and Life & Style.

Originating in wine country, wine therapy uses grape seed extract for anti-aging purposes in skin care. According to research, grape seed polyphenols, which are antioxidant compounds found in grape seeds, form a protective layer on the skin and stimulate the renewal of cells and collagen. Polyphenols also clear up free radicals, which damage and age cells.

OLAVIE, exclusively incorporating the specific Chardonnay grape seed extract in its spa products, has had great success outside of wine country in the US, Canada, and Mexico -- being featured in popular hotels and resorts including The Four Seasons and Ritz-Carlton. "We believe the reason wine therapy is taking off in the hotel/resort spa market is that this treatment concept is the only one that can take advantage of cross-marketing opportunities offered by their Food & Beverage and Events Departments," says Ken Heng, Director of Marketing and Sales at OLAVIE. "We are so glad to have the opportunity to work with visionary spa directors at top properties such as The Broadmoor."

OLAVIE is the leader in wine-based spa treatments and products. For more information, visit the company's website at <http://olavie.com> or contact Joe Senart at 303-809-9811 or Joe.Senart@olavie.com.

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