

CANYON RANCH.

WELLNESS PIONEER CANYON RANCH® INTRODUCES EXPANDED MANAGEMENT TEAM

Enhanced leadership team to support the life-enhancement brand's notable endeavors in 2017

Fort Worth, TX – January 31, 2017 – Canyon Ranch, the founding voice in the world of holistic wellness for nearly 40 years, today announced the appointment of four new hires across the company. The appointments, including Parool Shah as Global Director of Communications, are a testament to the brand's commitment to grow and make further strides in the wellness hospitality industry in 2017.

Within the last year, under the direction of Chief Executive Officer Susan Docherty, Canyon Ranch has celebrated several milestones including: the opening of the brand's inaugural international resort in Turkey, Canyon Ranch Wellness Resort at Kaplankaya; the launch of Canyon Ranch SpaClub at Sea onboard the most luxurious cruise ship to date, Regent's *Seven Seas Explorer*; and the ground breaking of the Residences at Bellefontaine – luxury residences at the brand's Lenox, Massachusetts location. In 2017, Canyon Ranch will continue to make notable brand advancements with exciting announcements to come throughout the year.

"Last year marked a time of dynamic change for us," said Canyon Ranch CEO Susan Docherty. "With their diverse expertise and vast knowledge, this highly talented group of team members will play an integral part in the growth of the brand in 2017 and beyond, and I welcome them to the Canyon Ranch family."



Parool K. Shah, Global Director of Communications

Parool Shah joins Canyon Ranch as the brand's Global Director of Communications, bringing nearly 25 years of communications experience with luxury/lifestyle brands. As Global Director of Communications, Shah will oversee the Canyon Ranch public relations and social media teams, spearheading message development and execution across all Canyon Ranch destinations. Shah comes with an extensive background in media relations, brand management, social and digital media, and crisis communications. She spent her first 10 years of her career in Beverly Hills, California, in a variety of positions from the youngest director for the Beverly Hills Visitors Bureau to Director of PR for Neiman Marcus, Beverly Hills. Shah then spent time on the global public relations team for the Ritz-Carlton Hotel Company, where she led the Americas overseeing 44 properties from Canada to Chile and promoted the brand's international portfolio to the US media. Most recently, Shah acted as the Senior Vice President an established boutique agency,

where she specialized in global lifestyle brands including Four Seasons Resorts and Ponant. Shah will promote the Canyon Ranch brand on an international scale out of her office in Washington, D.C.



Lionel Valla, Managing Director at Canyon Ranch Wellness Resort at Kaplankaya

With a background in leading development and operations within competitive markets across Europe, Asia and the Middle East, Lionel Valla brings more than 20 years of management experience to Canyon Ranch Wellness Resort at Kaplankaya. In his new role as Managing Director, Valla will oversee all operations of the brand's first international venture, including guest relations, the spa and wellness center, and two restaurants. Prior to joining Canyon Ranch, Valla served as the General Manager of Soho House & Co in both Berlin and Istanbul, where he delivered end-to-end project management, streamlined operations and boosted annual revenue. Valla also spent 10 years with Six Senses Hotels & Spas, serving in a management role at properties in Thailand, Vietnam and the Maldives.



Mindi Morin, General Manager at Canyon Ranch in Lenox, Mass.

Mindi Morin joins Canyon Ranch in Lenox as General Manager, where she will supervise all resort activity, including property enhancements of the dining room, guest rooms and the launch of the new Residences at Bellefontaine. Morin brings a wealth of knowledge from a variety of high-end hotels and resorts throughout North America and from her family's experience running successful bed & breakfasts and fine dining restaurants in Canada. For more than 16 years, Morin worked for Fairmont Hotels and Resorts at six of their properties in various aspects of the hotels' operations, including Director of Rooms and Director of Restaurants. During her time at Fairmont, Morin oversaw extensive property upgrades, including a \$30 million dollar renovation at Fairmont San Francisco and a \$27 million renovation at Fairmont Washington, D.C., which included the enhancements of guest rooms, food and beverage venues, and public spaces. Morin received a Bachelor of Science degree in Hospitality Administration and Management from California State

University, East Bay.



Max Scherff, Director of Food & Beverage at Canyon Ranch in Lenox, Mass.

Max Scherff brings more than 20 years of hospitality experience to Canyon Ranch in Lenox. As the wellness destination's Director of Food & Beverage, Scherff will oversee all F&B operations and staff. Through a progression of roles, Scherff has overseen the food & beverage development of programs that have focused on local ingredients and sustainability, while increasing guest satisfaction. Scherff has worked with luxury brands including Fairmont Hotels & Resorts, Starwood's Luxury Collection, and most recently, Omni Hotels.

About Canyon Ranch®

Canyon Ranch® has been a pioneer and an industry-leading proponent of the wellness lifestyle for nearly 40 years, operating the world's most celebrated collection of life-enhancement properties. Canyon Ranch has wellness destinations in Tucson, Ariz. and Lenox, Massachusetts. In addition, Canyon Ranch operates a SpaClub® day spa at The Venetian® & The Palazzo® hotels in Las Vegas, Nev., Canyon Ranch SpaClub at Sea® facilities onboard Cunard's Queen Mary 2® luxury ocean liner, Oceania® and Regent Seven Seas Cruises®, and on Celebrity Cruises®. Canyon Ranch is a 13-time winner of Travel + Leisure's Best Spa Award and an 11-time recipient of the Condé Nast Traveler Best Destination Spa Award.

###