

SIA AND CANYON RANCH ANNOUNCE PARTNERSHIP TO ENHANCE CUSTOMER EXPERIENCE AND WELL-BEING ON THE WORLD'S LONGEST FLIGHTS

Partnership will focus on wellness cuisines, rest and relaxation, and general well-being, extending to SIA's non-stop services to Singapore from LAX and SFO

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NEW YORK, August 15, 2018 – Singapore Airlines (SIA) and Canyon Ranch, the world's premiere integrative wellness brand, have forged a partnership to re-invent ultra-long-haul travel with a focus on wellness cuisines, rest and relaxation, and general well-being on the world's longest flights.

The Canyon Ranch team of experts from integrative medicine, exercise, nutrition and other disciplines – collectively known as Canyon Ranch Wellness Architects™, including the 17th U.S. Surgeon General – has developed science-based strategies for improved sleep, exercise and stretching, as well as new, nutrition-focused menus, applied specifically to SIA's 18 hour 45 minutes non-stop service launching on October 12, 2018 between New York (Newark) and Singapore, the world's longest commercial flight. The program will also extend to Singapore-US non-stop services to Los Angeles and San Francisco.

“SIA is firmly committed to continually elevating our customers' experience to be the number one in the industry. Our new partnership with Canyon Ranch builds on that commitment, as well as our strong legacy of service, tapping into their deep expertise and science-based recommendations and strategies to deliver an even more comfortable journey for our customers,” said Singapore Airlines Acting Senior Vice President Customer Experience, Mr. Yeoh Phee Teik.

The partnership focuses on the following components:

- **Wellness Cuisines** - developed by Canyon Ranch chefs and nutritionists focused on nutrition and hydration (taking into consideration longer flight duration with less body movement), combined with bold flavours and textures. These wellness cuisines are offered in addition to SIA's own meal selections and creations by its International Culinary Panel chefs. (Please refer to Annex A for a sample of the wellness menu).
- **Rest and Relaxation** - which includes sleep strategies designed to help customers in all cabin classes improve the duration and quality of rest, as well as specific light settings in providing better cabin ambience for rest and relaxation.
- **Guided Stretching Exercises** - led by Canyon Ranch exercise physiologists, accessible via personal seatback entertainment systems to promote relaxation.

“As a trailblazer in integrative wellness for four decades, collaborating with the world's most awarded airline that has ushered customers globally for more than 70 years, our affiliation is

testimony to heritage brands that continue to innovate. We are fortunate to provide transformative wellness to guests on land, at sea and now – in the air, with a partner that is equally committed to their guests’ experience as we are,” said CEO of Canyon Ranch, Ms. Susan E. Docherty.

SIA will be the first airline in the world to operate the A350-900ULR, with seven on firm order with Airbus. This ultra-long-range aircraft will be configured in a two-class layout, with 67 Business Class seats and 94 Premium Economy Class seats. SIA’s existing A350-900s feature a three-class layout with 42 Business Class, 24 Premium Economy Class and 187 Economy Class seats.

Singapore Airlines currently has 21 A350-900s in its fleet, with 46 more on order including the seven ULR variants. The first A350-900ULR is due for delivery in September, enabling the launch in October of the world’s longest non-stop flights, between New York (Newark) and Singapore. Non-stop flights to Los Angeles are due to begin on November 2, 2018. Together with increased Singapore-San Francisco non-stop services, SIA will link Singapore and the US with 27 weekly non-stop flights by the end of 2018, while total US frequency will increase to 53 flights per week.

High-resolution images of the A350-900ULR in Singapore Airlines’ livery and wellness dishes can be downloaded from: <https://bit.ly/2BarEpI>

About Canyon Ranch®

Canyon Ranch® has been a trailblazer and an industry-leading proponent of the wellness lifestyle and real estate living for nearly 40 years, operating the world's most celebrated collection of life-enhancement properties. Canyon Ranch has wellness destinations in Tucson, Arizona and Lenox, Massachusetts. In addition, Canyon Ranch operates the world’s largest day spa at The Venetian® & The Palazzo® hotels in Las Vegas, Nevada and 22 Canyon Ranch at Sea® wellness facilities onboard luxury cruise ships: Cunard Cruise Line, Oceania® Cruises, Regent Seven Seas Cruises®, and on Celebrity Cruises®. Canyon Ranch is a 13-time winner of Travel + Leisure's Best Spa Award, an 11-time recipient of the Condé Nast Traveler Best Destination Spa Award, is honored by Town & Country as one of the ‘Best Luxury Spas in the World’ in their 2017 Spa Awards and is recognized as the ‘Best Wellness Program’ by Virtuoso’s ‘Best of the Best’ 2017 awards.

About Canyon Ranch Wellness Architects™

Launched in December 2017, Canyon Ranch Wellness Architects™ is comprised of dynamic thought leaders and esteemed experts who share innovative ideas and integrative wellness insights with the hope of inspiring others to live a holistic life full of optimal health.

About Singapore Airlines

The SIA Group’s history dates back to 1947 with the maiden flight of Malayan Airways Limited. The airline was later renamed Malaysian Airways Limited and then Malaysia-Singapore Airlines (MSA). In 1972, MSA split into Singapore Airlines (SIA) and Malaysian Airline System. Initially operating a modest fleet of 10 aircraft to 22 cities in 18 countries, SIA has since grown to be a world-class international airline group.

Singapore Airlines is committed to the constant enhancement of the three main pillars of its brand promise: Service Excellence, Product Leadership and Network Connectivity. The SIA Group fleet and network are also expanding in support of the development of its portfolio strategy, in which it has investments in both full-service and low-cost airline operations. This portfolio of airlines serving short-, medium-, and long-haul markets gives the SIA Group more flexibility and nimbleness, with the right vehicles to serve the right markets.

Stockholm became the second Scandinavian city to be added to Singapore Airlines' route network in 2017. During the same year, Singapore Airlines unveiled its new Airbus A380 cabin products. The new Singapore Airlines A380 is configured with 471 seats in four classes.

In 2018, Singapore Airlines became the world's first airline to fly the new Boeing 787-10, which is fitted with new regional cabin products. The aircraft are fitted with 337 seats in two classes, with 36 lie-flat seats in Business Class and 301 seats in Economy Class.

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Annex A

Canyon Ranch Wellness Set Menu Sample

Offered in addition to SIA's own meal selections and creations by its International Culinary Panel's chefs.

Canyon Ranch Set Menu

Appetiser

Wild Caught Prawn Ceviche and Lavosh

Fresh Orange, Cucumber, Grapefruit, Cilantro, Scallions, Bell Peppers

170 . 23 . 15 . 4 . 303

Main Course

Seared Organic Chicken and Zucchini Pappardelle

Pasta Cut Zucchini, Parmesan, Braised Tomatoes, Lemon Vinaigrette, Micro Basil

GF 370 . 20 . 33 . 4 . 634

Dessert

Lemon Angel Food Cake

Blueberry Topping

140 . 31 . 3 . 1 . 65

Canyon Ranch Breakfast

Lox Eggs Benedict

Whole Wheat English Muffin, Chive Cream Cheese, Smoked Salmon,

Organic Egg Omelette, Yogurt Hollandaise

350 . 25 . 25 . 2 . 599

KEY: Calories . Carb grams . Protein grams . Fat grams . Sodium milligrams (tr=trace)

GF = Gluten-free (no wheat, rye or barley)