

Press release

Building a healthy future

With *the Cube*, a unique and innovative landmark tower, Schletterer Wellness & Spa Design plans a most modern Sports-Medical-Spa, situated in Dubai Sports City. This location is destined to be the world's premier sporting destination.

Dubai, UAE, June 2008: *The Cube* is a unique project which provides condo residences with about 50 to 285 sqm, offering the full service of a hotel. It serves even highest demands as it does not only provide ultra modern apartments but also outstanding sports and lifestyle facility on two floors and an additional pool floor with amazing views. It includes a wellness & spa area with sophisticated sport-medical competence ready to cover needs of both top professional athletes as well as to health conscious people. As a leading German development company BMG Group has chosen Dubai Sports City to be the site of their most exciting project yet. Under that purpose BMG has partnered with Schletterer Wellness & Spa Design for realizing an outstanding sports and medical spa concept.

Positioning the Cube as "the sports hotel" in Dubai the Wellness & Spa area high lightens its unique orientation because of its outstanding facilities and treatments. On 3.000 sqm external and internal guests will enjoy high class sports and medical facilities like cardio, weight, kinesis training as well as active exercise zones, physio therapist services and oxygen infusions. In addition to special therapy sections the spa will offer elements such an infinity treatment pool, signature sport & wellbeing treatments, ceremony treatment suites and a 4 Senses Spa Zone. Outstanding treatment and beauty facilities (Serail-, herbal-, steam- and salt inhalation bath, cosmetic and ayurveda treatments) as well as a holistic thermal & refreshing zone with bio sauna, laconium, floating sound pool, etc. will create well-being atmosphere on highest standards. By the beginning of 2010 the Cube should be completed.

"Dubai Sports City is not only a major development project – it is also an important asset for the region in attracting revenue and also contributing to a wider culture of involvement in sport.", Gerd Wuhlert, Managing Director, BMG Group.

Wellness and Dubai – two booming topics

The medical wellness development in the global tourism can't be ignored anymore. There will be multifunctional concepts which offer a number of treatments and therefore are top cost-efficient. Spa equipment shall increasingly address all senses, must be state-of-the art and blends in with the whole concept.

„In the future those spa concepts will succeed which focus on preventative health care. Medical examinations will soon be part of medical spas“, Dr. Gerald Huber, Regional Director UAE / GCC, *Schletterer Wellness & Spa Design*.

Dubai, being an incredible fast growing metropolis, the increasing people awareness of healthy nutrition, sports, mental balance, as well as the climate circumstances of course latest tourism trends needs to be considered and even be created. Under that purpose BMG partnered with *Schletterer Wellness & Spa Design*, known as innovative trendsetter in spa consulting and spa design, to create the best to cover all the guest demands in one competent, fascinating offer.

Unique low-oxygen spa

Supporting this trend BMG Group offers a unique selling point by implementing a ground-breaking German technology, which offers athletes an innovation in medical prevention and rehabilitation. This technology is used to increase red blood cells by reducing oxygen in the air, a situation only experienced at high altitudes.

Considering such sport and medical wellness aspects (vitality, relaxation, and wellness experiences, nutrition and sports medical programs) in one offer, the Cube clearly positions as a top sportive competence with outstanding health spa facilities. Athletes, football teams but also health and sport conscious people will find best circumstances for a healthy stay. Also the medical metabolic benefit of this high-altitude training (in view of diabetes therapy) is considered.

Schletterer grows Arabian presence

With Dr. Gerald Huber as the regional director for UAE / GCC and his team *Schletterer Wellness & Spa Design* has already approached successfully the Arab world for years by demonstrating their international experience and appreciation of different cultures creating fascinating projects.

To guarantee an effective workflow as well as the highly quality-oriented service for clients, *Schletterer Wellness & Spa Design* runs a new office in Dubai. Next to Dr. Gerald Huber, Ms. Sarah Louise Lumley, senior consultant, works on a multitude of projects.

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Heinz Schletterer and *Schletterer Wellness & Spa Design* – “We spa your world”

In 1989 Heinz Schletterer played a decisive role in the initiation of a spa boom within the hotel industry by creating the first modern hotel spa at Hotel Alpenrose at lake Achensee in Austria. Word spread soon not only of the spa`s benefit for the guests, but also of its profitability for the hotelier. Since then Heinz Schletterer has become famous for his innovative ideas and trend-setting concepts. His expertise can be noted just looking at his spa designs. Moreover he acts as keynote speaker on international conventions and imparts his knowledge via numerous publications in specialised media.

Heinz Schletterer is not only spa expert and pioneer but also CEO of *Schletterer Wellness & Spa Design*. The company stands for unique solutions with high profitability regarding conception, architecture, design, engineering, realisation and professional spa management. Heinz Schletterer and his team has already established more than 1,500 spa installations of over 2 million square metres. The range includes small home spas, cruise ships and large destination spas. More than 120 employees in Strass and all international offices achieved an annual turnover of € 25 million in 2007.

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