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The Spa at PGA National Selected as “Top 10 Best for Golf” in Prestigious SpaFinder Readers’ Choice Awards

Palm Beach Gardens – October 19, 2010 –Spa enthusiasts have spoken and PGA National is tops. SpaFinder, Inc., the global spa resource, has announced that The Spa at PGA National is the recipient of a 2010 SpaFinder Readers’ Choice Award in the category of ‘Golf.’ Spa-goers cast a record number of votes in the eighth-annual Awards this year, which are considered the most thorough and independent assessment of spas worldwide.

The Spa at PGA National blends stunning surroundings, lavish amenities, and impeccable personal service with the ancient restorative powers of "The Waters of The World" - a collection of healing mineral pools with salts imported from around the globe. The 40,000 square foot facility offers more than 100 different services ranging from rejuvenating body wraps to invigorating massages.

“Our team works hard to deliver a world-class experience that’s customized for every guest,” said Barbara Welch, Assistant Spa Director. “It’s an honor to know that people who visit The Spa recognize our efforts, and want to reward us for them. We always strive to exceed our guests’ expectations.”

Throughout the year, spa-goers voted on their favorite spas overall – by continent and country/region – along with their picks for “Favorite Spa” in 31 popular categories, such as “Best Fitness Program,” “Best for Romance,” and “Best for Weight Loss.” Voters were asked to cast ballots only for spas they have personally visited within the past three years.

“Winning a Readers’ Choice Award is a remarkable achievement,” added Susie Ellis, president of SpaFinder, Inc. “Spa-goers are looking for a spa that offers their desired experience and helps them meet their specific goals. There are over 15,000 destination,

resort and hotel spas around the world, and to be singled out by our readers is a tremendous honor.”

The Readers' Choice Award winners will be featured in the *NewBeauty SpaFinder Guide to Global Spa, Wellness & Beauty*, set to hit newsstands in November.

A complete list of winners can be viewed at:

<http://www.spafinder.com/spaguide/readerschoice/2010.htm>

For more information on The Spa, resort, accommodations, dining, or how to book a trip, visit www.pgaresort.com or call toll-free 1-866-966-1958.

About SpaFinder, Inc.

The world's largest spa media, marketing, and gifting company, SpaFinder, Inc., connects millions of wellness-focused consumers with thousands of spas worldwide. SpaFinder's media properties include the award-winning SpaFinder.com, the *Club Spa* e-newsletter and blog, and the annual *NewBeauty SpaFinder Guide to Global Spa, Wellness & Beauty*. SpaFinder and its spa-beauty gift division, SpaWish, offer gift certificates and cards that are redeemable at a combined network of thousands of spas and salons and are available at more than 90,000 unique retail outlets in 79 countries. SpaFinder Europe and SpaFinder Japan offer regional spa marketing and gifting programs, including localized, native-language websites. Founded in 1986, the privately held company is headquartered in Manhattan.

About PGA National Resort & Spa

Named as one of GOLF Magazine's 2010-2011 Premier Resorts and awarded their prestigious Green Golf Award, PGA National Resort & Spa is a AAA Four Diamond hotel and the premiere South Florida golf vacation and meeting destination located in Palm Beach Gardens, Florida. Reinvented in 2009 and originally opened in 1981, this legendary 379-room resort recently completed a \$65 million comprehensive revitalization, including a completely new front entrance, outdoor pool and pavilion, new Ironwood Grille and iBar, as well as enhanced public areas, golf courses and landscaping. PGA National Resort & Spa offers 90 holes of championship golf on five courses, including the famed Champion course, home to the PGA Tour's Honda Classic and past host of the Ryder Cup, PGA Championship and a litany of other prized professional golf tournaments. Other distinguishing features include a 40,000 square-foot European Spa with 32 treatment areas and the exclusive "Waters of the World" outdoor mineral pools, a world-class 33,000 square-foot health and racquet club with 19 Har Tru tennis courts, 39,000 square feet of self-contained conference space and nine on-site restaurants and lounges.

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