



ADDLEISURE PLC ('ADDleisure' or 'the Company')

Contract Win with International Spa Operator

ADDleisure, the AIM listed company formed to develop products and services in the health and leisure sectors, has won a contract through its 50.2% owned subsidiary Digital Plantation Limited ("Digital"), with a leading spa operator in Asia, MSpa International Limited ("MSpa"). The strategic contract is to install Ez-Book, Digital's intelligent on-line management software, across MSpa's Spa brands which include Anantara Spa, Mandara Spa and Royal Garden Spa. Won through a competitive international tender, the contract is a major strategic step for Digital as it takes Ez-Book into the Asian market and provides a firm foundation from where to accelerate its sales drive in this region.

MSpa, owned by Minor International Plc, a listed company on the Thai Stock Exchange, has developed and now operates 25 spa properties across Asia, the Middle-East and Africa, and has an aggressive expansion strategy. As part of the agreement, Digital is opening a support office in Bangkok and, importantly, has developed the software so that it now supports Chinese/Asian characters. A sales and support office is also being established in Shanghai to support MSpa's expansion into China.

ADDleisure Director David Cummin said: "With a far-reaching network of luxurious spas in leading hotels and resorts, MSpa is fast becoming a global leader in deluxe spa design, operation and development. We are therefore delighted that they have recognised Ez-Book's potential and adopted the technology.

"The contract, won in tender against 14 other international suppliers, demonstrates our leading edge capability and consolidates our position as a key supplier to the spa and leisure markets. With a firm platform now in place, we are excited about the opportunities available to us in the Asian market."

Ez-Book facilitates advanced booking functionalities, utilising various mediums including the web and SMS messaging, to improve the operating efficiency of customer-facing businesses. It is making rapid inroads across a range of sectors both in the UK and internationally. At the beginning of the year the Company signed a five year licensing agreement with leading UK leisure operator, Mitchells & Butlers plc, to install Ez-Book across its Hollywood Bowl estate.

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About ADDleisure Plc:

- ❖ Floated on AIM in October 2004, ADDleisure Plc believes that the increase in awareness of the importance of physical health and wellbeing has resulted in an opportunity to develop and promote new highly differentiated offerings to the leisure industry as a whole, as well as market fitness products and services to the millions of people who want to remain healthy but do not belong to gyms.
- ❖ It made three initial investments in Fitbug Limited, Liberation Fitness Systems Limited (distributors of the Power Plate fitness equipment) and Digital Plantation Limited (developers of Ez-Book intelligent booking software). The stake in Liberation Fitness Systems was recently sold for a substantial profit.
- ❖ The Company has a highly experienced management team, including Allan Fisher, founder and former CEO of Holmes Place; David Turner, founder and former director of LA Fitness plc; and David Cummin, founder and former director of Membertrack Limited, a leading club membership software provider.