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**\$ 100 Million Hotel First in North America to Incorporate Swarovski Crystal Elements**  
Sparkling Hill Resort and Wellness Hotel unveils first look



**March 18, 2009** Vernon, BC- Sparkling Hill Resort and Wellness Hotel perched high on a cliff above Okanagan Lake, has unveiled the first architectural details of the resort. Until today the design concepts on the \$100 million project have been a tightly kept secret. Sparkling Hill Resort has confirmed that its hotel will be the first hotel project in North America incorporating Swarovski Crystal elements into every aspect of its design. Mr. Andy Altmayer, head of Circle of Innovation, at Swarovski, Austria, is overseeing the project design.

“Sparkling Hill Resort will dazzle. Guests will be in awe from the moment they see the hotel right up to the moment they see the guest rooms. By incorporating stunning elements from Swarovski with the beauty of Lake Okanagan, Sparkling Hill will be the first of its kind in North America. The structure will be a visual and architectural masterpiece,” says Hans-Peter Mayr, chief executive officer of Sparkling Hill Resort. “We are delighted to have Andy Altmayer as chief designer. His vision and imagination knows no boundaries. We are excited to see how he incorporates the versatility of crystal with functionality and ambiance.”

Mr. Altmayer has worked for Swarovski for over 35 years creating stunning crystal designs. His creative genius has been applied to a vast array of special projects.

“My inspiration comes from the possibility of imagination,” says Altmayer. “Many people assume Swarovski is glittering figurines and chandeliers but it is so much more. Swarovski is a century old company that strives to invent new ways to incorporate crystals into fabrics, lights, jewellery, optics and even signage for roadways and offices.”

The uses are limited only by the imagination, like Altmayer says, but he is the first to point out that too much of a good thing can be bad. “If it’s all a rainbow, you never see the rainbow. The purity of the light reflected with crystals has to be respected,” says Altmayer.

The \$55 million dollar, 150 room hotel building project is on schedule for the grand opening for spring 2010. Hans-Peter Mayr is confident when he says “There will be a market for Sparkling Hill Resort, and its unique facilities will change how the standard for the spa and wellness industry in North America is viewed. This will be a wellness experience like no other on the continent and it will attract international visitors from North America, Europe and Asia.”

Miles Prodan, Chief Communications Officer for Thompson Okanagan Tourism Association (TOTA) confirms Mayr’s confidence in the resort when he says, “Sparkling Hill Resort is positioned to be an international draw and will have a tremendous impact on tourism in Vernon and the Okanagan. The North Okanagan has world class skiing, golf and some of the warmest weather in Canada, it is the ultimate vacation destination.”

While the specific offerings of the wellness hotel are not being released at this time, information about the architecture gives a hint of what will be a stunning design. Chiselled from granite bedrock, the wellness hotel will be 22,400m<sup>2</sup> (240,000 sq. ft.) and built in a fluid style respecting and infusing the natural landscape.

With unobstructed access to both the sun and full moon, and their shimmering reflection from the lake, light and crystals play a pivotal role in the overall structure as well as throughout the unique interior. Sparkling Hill Resort will infuse the crystals in waterfalls, in fireplaces and in overhead lights. They will dazzle and set the mood with bold prisms in public areas while subtly creating a feeling of warmth and rejuvenation in the wellness centre.

Sparkling Hill Resort and Wellness Hotel is a luxurious European inspired hotel specializing in whole body wellness. The resort is located in Vernon a city of approximately 35,000 residents in the Okanagan Valley of British Columbia, a scenic 25 minute drive north of the Kelowna International Airport. The valley is recognized for its majestic mountains, refreshing waters, lush vineyards, world-class golf and skiing and one of the warmest climates in Canada. Sparkling Hill Resort is the neighbour of the Predator Ridge Golf Resort permitting guests to indulge in wellness, relaxation and championship golf during their stay.