

MARY BLACKMON BIO

As Founder and CEO of Spa-Addicts.com, Mary Blackmon brings a fresh perspective to the spa industry promoting the idea that the luxury of a spa treatment is a necessity to be enjoyed on a more frequent and consistent basis. Mary – the spa addict turned expert - has become the trusted advisor for spa-enthusiasts across the country as she is constantly sampling treatments to keep up with the latest in services and techniques to educate consumers on everything from spa health and beauty benefits to spa etiquette. Now, she is sharing the wealth of her experience with the rest of us to make the dream of a “spa lifestyle” a reality.

Mary Blackmon launched Spa-Addicts.com in January of 2003, after an fourteen-year career as a leading advertising and marketing executive for distinguished publishing houses and Internet companies, including *WIRED*, Walt Disney Internet and Vivendi-Universal Internet.

Mary, who craved spa visits to relieve stress and soothe her mind and body, realized that "affordable" indulgences should and could become a reality, and that at least one habit should be good to you - and kind to your wallet as well! Mary made it possible by marrying her passion for pampering with her years of business experience, and Spa-Addicts.com was born! The site offers discounted services to entice both newbies and veterans to don the terry cloth robe and try new treatments at spas across the country and around the world. By offering a range of services and education on etiquette, Mary hopes to demystify the myth behind the spa and open its doors to all. With the economic growth of the spa industry climbing to the billions, and Mary's commitment to provide luxury treatments at affordable prices, Spa-Addicts.com's popularity is sky-rocketing! With over 700,000 page views on the Web site per month, it is a spa-revolution in the making!

“Without the support of our hundreds of valued spa partners, my dream for ‘affordable luxuries’ within the spa industry would never have come true,” says Mary. “But, Spa-Addicts.com is a valuable resource for both spas and spa-enthusiasts. The spas we are affiliated with are increasing both revenue and targeted exposure to spa consumers nationwide while showcasing signature treatments. The public is being rewarded with indulgent services at more affordable prices and is able to frequent them on a more regular basis.”

Having constant contact with hundreds of spas nationwide gives Mary the edge in terms of up-to-the-minute trends and it hasn't gone unnoticed. Mary now writes a regular column on spa treatments for iVillage.com and *Skin Inc.* – both platforms allow her to promote her passion and excitement for the industry.

Mary understands the bottom line. Her dream for women to experience the spa lifestyle has its credit limit, or at least the bank does! In a recent survey conducted for Spa-Addicts.com¹, women who have never visited a spa were most likely to list the high cost of spa services as a prohibitive factor in their decision to visit the spa. This simple conclusion is the basis for the Spa-Addicts.com mission and the theme of its offerings. Spa-Addicts.com features programs and promotions to open the doors to consumers with reward systems such as the VIP Club and a proprietary Gift Certificate program that offers greater flexibility to determine your spa of choice. Mary's "Red Hot Specials" section allows shoppers on treatments at monthly highlighted day and medical spas, while the "Getaway of the Month" offers exclusive spa vacations. The "Spa Directory" offers more savings at both getaway and local spas nationwide.

Mary Blackmon has become the trusted advisor for women seeking a taste of the good life. Thanks to Mary and Spa-Addicts.com, the ladies who love to be pampered can trade in their monthly coffee addiction for a more healthful spa addiction! So forget the "ladies who lunch" days, and get into the "ladies who lounge" way of living – you'll feel better (and happier) from it!

¹**Harris Interactive® online survey conducted for Spa-Addicts.com among 1,079 U.S. women aged 18+ between Dec. 27 and 29, 2005. Sampling error is +/-5 percentage points.**