REVEL

REVEL PARTNERS WITH EXHALE MIND BODY SPA TO CREATE THE BASK WELLBEING BRAND

The Beachfront Resort Features a 32,000-Square-Foot Sanctuary Offering Wellbeing Programs, Fitness Classes and Signature Spa Therapies

REVEL BEACH, Atlantic City, N.J. (March 27, 2012) – Get ready to revive, restore and relax at **Revel** with **Bask**, a new spa + wellbeing concept exclusively developed by exhale for the beachfront destination. Bask is a 32,000-square-foot sanctuary that offers guests a transformative lifestyle experience by targeting the mind-body connection through wellbeing programs, fitness classes and signature spa therapies. Bask will preview – with Revel – on April 2.

"We are thrilled to launch Bask at Revel, as this is our most expansive spa to date," said **Annbeth Eschbach**, exhale president and chief executive officer. "We are excited to bring resort guests the mind body wellbeing of Bask and take the fun and Revel to a different level."

At the core of Bask is an expansive 3,000-square-foot coed bathhouse to socialize, detox and unwind. Guests can immerse themselves in the elements by breathing in the dry air of the Himalayan salt cave, soaking in the hammam's healing waters, warming in steam rooms or cooling off under the deluge shower.

Within 32 therapy rooms, guests may indulge in exhale-developed purifying facials, rejuvenating massages and effective body-slimming services. Those with a holistic inclination can enjoy authentic detoxifying and restorative sessions such as acupuncture and body scrubs. Neighboring the expansive spa area is a spacious fitness studio which is host to exhale's acclaimed Core Fusion and yoga classes.

The gym features programming by SurfSET, performed on the RipSurfer X, a device which mimics the instability of the surfboard. While practicing and perfecting the fundamentals of surfing, students improve balance, agility, core strength and aerobic conditioning.

Post workout or following Bask's transformative therapies, guests may choose to unwind at Bathhouse Bar. Exhale is proud to partner with LDV Hospitality to operate the Bathhouse Bar and serve healthy bites and snacks, juice, organic wines and cocktails, coffee, and more. LDV Hospitality has an outstanding track record of operating hotel food and beverage programs in addition to owning and operating stand-alone restaurants, three of which are featured within Revel.

Beyond Bask, wellbeing experiences continue throughout the resort to create an integrated world of rejuvenation and social connection at the beach, SkyGarden, saltwater and freshwater pools. Guests can start the day with sunrise yoga, beach bootcamp, or top off the day with barre to bar.

Exhale as well as each partner of Revel shares the strengths of a strong entrepreneurial spirit and tremendous talent to create a diverse offering of entertainment and lifestyle experiences. With nearly 20 locations in the U.S. and Turks and Caicos, exhale has established a loyal following and plans to take the Revel spa experience to another level.

Revel opens its doors April 2 with an eight-week preview culminating in the resort premiere on Memorial Day weekend. Spanning 6.3 million square feet and standing 47 stories tall in Atlantic City, Revel is bringing a true resort option to the Northeast. The beachfront destination is smoke-free and features 1,800 rooms with an ocean view, a SkyGarden composed of nearly two acres of greenspace, two performance spaces, more than a dozen restaurants, retail shops, a burlesque club, four-story nightclub, expansive dayclub, spa, beach club and a casino.

To learn more about exhale, or to book your visit to Bask, visit www.exhalespa.com, become a fan at www.facebook.com/exhalespa and follow @exhalespa.

To receive the latest updates on Revel, start your experience or learn more about the resort, visit revelresorts.com, become a fan on Facebook at www.facebook.com/revel and follow @revelresorts on Twitter. Revel is located on the Boardwalk at Connecticut Avenue in Atlantic City, New Jersey.

Editor's note: High-resolution images and B-roll are available for download on Revel's media center at http://media.revelresorts.com/.

About exhale/Bask:

Since its inception in 2003, exhale has earned a position as the leading lifestyle brand in the spa and wellness space. Exhale offers unparalleled, transformational mind body programs within an inspiring yet relaxing spa setting. Continuously delivering best-in-class spa therapies and yoga and core fusion classes, exhale currently operates 19 properties and plans to grow its well-being paradigm in prestigious and philosophically aligned resorts, residential hotel developments and strategic partnerships. Bask was created exclusively for the Revel Beachfront Resort.

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