

An Acara Partners Company

ACARA MedSpas

Developing, Managing & Marketing Leading Medical Spas

Press Release

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FOR IMMEDIATE RELEASE

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Connecticut based Med Spa Marketing Expert to Speak at National Conference

Debra Roberts to challenge owner thinking about MedSpa Marketing Strategies in Los Angeles

Branford, CT – February 27, 2007 – Acara MedSpas Vice President of Marketing, Debra Roberts, will be speaking, at the annual Spa and Resort/Medical Spa Conference and Expo in Los Angeles, held at the Convention Center on March 4-5. Acara, a leader in the spa and medical spa industry will also be exhibiting at the Expo to promote its Turnkey, Development & Management Solution to Medical Spa Investors and Owners. The conference and expo features workshops, guest speakers, and hands-on sessions from spa, medical spa and resorts experts from around the country.

“Marketing can play a major role in the success or failure of med spas. I am excited and honored that I’ve been asked to share my knowledge with the investors and owners of medical spas,” said Ms. Roberts. “Acara brings proven methods and clarity to the support that can make or break a campaign. This is retail healthcare that needs to be positioned and promoted differently than traditional medical practices or spas. I plan to answer the questions about how to drive top line revenue and still be profitable, challenging traditional

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thinking, getting people to step outside their comfort zone and role up their sleeves.”, says Roberts.

The medical spa industry is the fastest growing segment of the spa industry according to the Medical Spa Society. “This is a Baby Boomer driven market (43 - 61) with 78.2 billion people - 50.8% of whom are women. A staggering 7,918 is the number of people turning 60 each day in 2006 or 330 every hour. Plus, Echo Boomers support the med spa market (pre-teen - 25 year olds, making up one-third of the US population). We believe this young industry is going to serve its client base for a long time. People want to feel good about themselves; both inside and out and Acara MedSpas will continue to be the frontrunner supporting medical spa owners.” says Roberts. (Statistics according to the US Census Report, 2005).

Ms. Roberts is an Art Director’s Club and Mercury Award Public Relations award winner who joined Acara Partners with over 15 years of experience as a Designer and Art Director. She has facilitated the marketing, branding, advertising and promotion for 40 med spas.

About Acara: Acara MedSpas is an Acara Partners Company. In 2005, Acara Partners spearheaded the acquisition and turnaround of a corporate owned medical spa company under their Acara MedSpas division. Acara MedSpas is the industry frontrunner in developing, managing and marketing leading medical spas.

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