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MIRAVAL ARIZONA INTRODUCES NEW LOYALTY PROGRAM

April 7, 2010 (Tucson, AZ) – **Miraval Arizona**, the top-rated [destination spa resort](#) located in Tucson, today announced the launch of a new loyalty program called **[Authentic Circle™](#)**. The three levels of Authentic Circle are **Step, Run, and Fly™** which is based on the idea that you will want to *Step* into the ‘world of wonderful you’ before you *Run*, let alone before you *Fly*.

Authentic Circle is a robust rewards program offering three levels of membership for loyal guests and owners of Miraval residences, based on frequency of stays and overall commitment to Miraval. Exclusive benefits include room upgrades, priority access to activities, invitation to Authentic Circle events and resort credits. Members will also have access to a dedicated team of Authentic Circle Advisors providing exceptional personalized service. Additional privileges include discounts on spa services, boutique purchases and private consultations with Miraval [Specialists](#) as well as a complimentary subscription to Miraval’s new e-magazine featuring a priority preview of exclusive offers, tips and news.

“Our Authentic Circle program embodies our drive to make our guest experience the most positive and memorable it can be each and every day,” said **Philippe Bourguignon, CEO of Miraval**. “We are privileged to give back to our most loyal guests and expect Authentic Circle to meet, and exceed, their expectations.”

The Authentic Circle program is just one of the recent investments that have been made to further enhance the Miraval guest experience. The resort recently launched a new brand identity campaign including a new website, ad campaign and collateral. New programs were also introduced in early 2010 including a new Desert Sky Zipline, Dragon Yoga, Partner Yoga, adventure excursions as well as Art and Music at Miraval.

For more details about the Authentic Circle™ membership, please visit www.miravalresorts.com/authenticcircle.

ABOUT MIRAVAL

Miraval® is dedicated to making life more magnificent. Created in 1996, Miraval's flagship resort in Tucson, Arizona, has been consistently rated the #1 by *Travel + Leisure*, *Zagat Survey* and *Condè Nast Traveler*. Miraval offers an array of "Clue-In"™ self-discovery and development activities and "Chill-Out"™ spa services, all of which reflect Miraval's core philosophy of living life in the moment. The brand is expanding its reach through its network of leading Specialists and its creation of fully-integrated inspired living communities, beginning with the introduction Miraval Living, New York in 2007.

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