

FOR IMMEDIATE RELEASE

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**ResortSuite and SelfOptima Collaborate to bring Guests a
Powerful and Personalized Online Wellness Management Solution**

TORONTO – CUPERTINO - SelfOptima of Cupertino, CA, a technology company known as the leading provider of personalized integrative health and wellness platform and ResortSuite of Toronto, Canada, a leading provider of integrated, guest-centric hospitality management software today announced a joint partnership to develop the most comprehensive property management and guest experience management system.

The two companies are offering a complete end-to-end solution for managing all aspects of guest relationship at destination spas and wellness resorts. They are developing a tight integration between their respective platforms to deliver unmatched operations and marketing power to their clients. SelfOptima's GEMS (Guest Experience Management System), provides an integrated online wellness environment for guests to stay connected with the resort, long after their stay. Guests can learn about the evidence behind resort therapies, receive personalized recommendations and activity plans through an engaging and interactive optimum health assessment. GEMS also provides goal setting, tracking and purposeful social networking functionality where guests are able to setup support groups needed to reach their wellness goals. Finally, guests are able to stay connected with the health experts at the resort and truly make the resort experience an integral part of their lives.

"We are excited to partner with ResortSuite and deliver a highly integrated solution for our clients," said Nader Vasseghi, SelfOptima Founder and CEO. "Our clients will now be able to take guest relationship management to levels unattainable in the past," continued Vasseghi.

"We now can deliver a new dimension of knowledge about guests' wellness goals, wellbeing and level of engagement," stated Frank Pitsikalis, ResortSuite Founder & CEO. "Combining the wealth of data in our property and spa management system and the in-depth guest data in SelfOptima's system enables our clients to truly deliver unmatched personalized experiences to their guests." continued Pitsikalis.

About SelfOptima: SelfOptima is the leader in providing an intelligent platform for optimizing health and wellbeing. SelfOptima's Health Platform is the world's first comprehensive system providing the individualized guidance and tools needed to optimize health and improve quality of life. SelfOptima's focus is on practical, evidence-based information and research on integrative and preventative medicine. www.selfoptima.com

About ResortSuite: ResortSuite is a sophisticated and fully integrated guest-centric hospitality management software solution developed specifically for hotels and resorts, boutique hotels, spas, clubs and leisure operations, and their multi-faceted business areas. The ResortSuite solution is built on an Oracle database and includes the following specialized modules: PMS, SPA, CATERING, F&B, GOLF, SKI, CLUB, RETAIL, CONCIERGE, CONNECT, DASHBOARD, WEB, SOCIAL and MOBILE. All modules oversee the areas of an operation in parallel but share common core capabilities, creating a guest-centric integrated hospitality management solution. ResortSuite prides itself on delivering exceptional support and forging strong business relationships with its clients and partners and was awarded Hotelier Magazine's Supplier of the Year Award. For more information on the ResortSuite solution, please visit www.resortsuite.com.