



RELEASE

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Thermëa celebrates its first year.



Chelsea, January 14th, 2016 - Nordik Group is pleased to announce that its spa Thermëa, located on Crescent Drive Golf Course in Winnipeg, is celebrating its first year of opening!

Since January 15, 2014, Thermëa exceeded its targets by welcoming more than 50,000 visitors, while creating nearly a hundred jobs. "Our mission is to improve the health and well-being of our guests with the benefits of heat therapy and massage therapy. All this in perfect harmony with nature, be it summer or winter. To have exceeded our targets is encouraging and motivates us to develop more relaxing and well-being experiences for our customers" says Martin Paquette, President of Nordik Group.

Thermëa is proud to have earned a place in the community of Winnipeg in only one year, and to have been so warmly welcomed by the people of Winnipeg.

“Thermëa by Nordik Spa-Nature is to be congratulated on its one-year anniversary for multiple reasons,” said Marina R. James, president and CEO of Economic Development Winnipeg Inc. “First and foremost, this spa is an extraordinary testament to what visionary companies can accomplish here in our city. With a healthy dose of guts and unwavering determination, the Nordik Group took an \$11-million chance on Winnipeg. But more than that, Winnipeggers have warmly embraced Thermëa as one of the most exciting new additions to our community’s social milieu. Its successful début is both a celebration of Winnipeg’s current economic momentum and an invitation for similarly innovative companies to consider what our city’s persuasive value proposition offers savvy investors”

During the year, a few relaxation experiences have already been added to the spa, such as a fourth sauna, a dry tubular shaped cedar Barik. Thermëa is also recognized for its unique essential oil infusion ritual called Aufguss, made on hot stones in the Finnish sauna, as well as its unique body treatments.

“Thermëa by Nordik Spa-Nature is a fabulous addition to our city. As a world-class attraction that embraces all four seasons, it perfectly embodies what makes Winnipeg a unique place to visit. Their rejuvenating treatments strengthen how we sell our city to leisure travellers, as well as meetings and conventions groups, garnering local and national media attention as a truly must-see experience.” Chantal Sturk-Nadeau, Senior Vice President, Tourism Winnipeg

"I want to thank our 50,000 first visitors, as well as the entire team of Thermëa for this first decisive step in the life of Thermëa." Christophe DeBeaumont, Thermëa General Manager

Other improvements and expansion projects will emerge in the coming years.

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About Nordik Group

Founded in 2005 in Chelsea, Quebec, in the National Capital Region, the mission of Nordik Group is to develop institutions offering an unforgettable, unique and beneficial experience to all its guests, with an unparalleled service and a refined approach.

Its first spa, located in Chelsea in the Outaouais region, Quebec, has benefited from four phases of expansions since its opening, passing investments of 3.3 to 22 million dollars. It is now considered the largest day spa in North America. Nordik Group is now examining various options for a hotel project, to make this spa a spa destination.

In 2012, Nordik Group announced the construction of its second spa in Winnipeg, Manitoba, an investment of \$ 11 million. **Thermëa by Nordik Spa-Nature** officially opened January 15th 2015 and is already considered a major attraction for the city and province, being the only Nordic-style spa built in the meadows. Thermëa appeared in dozens of media and magazines, including Canadian Geographic, the West Jet Magazine, Going Places by Manitoba CAA, just to name a few.

In 2013, Nordik Group acquired the Cullen Garden Park in Whitby, a city located in the Greater Toronto Area. While the project is still evolving, the Nordik group wants to invest more time and is still in negotiations with the city.

Being well supported by the business community and the Quebec, Manitoba and Ontario tourism industry, Nordik Group gained notoriety in the Nordic spas industry, standing out by its business model, the quality of its facilities and its unique services in terms of relaxation like nowhere else in North America.