



**For Immediate Release**

Contact: DeLaine Bender

859.226.4421 or delaine.bender@imgworld.com

**IMG Associations Announces Five-Year Extension  
with the International SPA Association**

LEXINGTON, Ky., (July 6, 2009) – IMG Associations, the association management division of IMG, and the International SPA Association have agreed to extend their highly successful management relationship through 2014. IMG has served as ISPA’s professional management firm since 1997.

“IMG is thrilled to extend our partnership with ISPA, expanding upon more than a dozen successful years together,” said Steve Cornwell, senior vice president of operations, IMG Associations. “We are proud of the growth and innovation IMG has delivered to ISPA — one of our largest and most dynamic association partners — and are truly grateful for their continued confidence in us.”

Since 1974, IMG Associations has supported membership organizations like ISPA with a full range of association management services, including executive, operational, conference, tradeshow, membership, sales, data and technology management.

ISPA strives to advance the professionalism of the spa industry by providing invaluable educational and networking opportunities, promoting the value of the spa experience to consumers, and serving as the authoritative voice of the spa industry. Members are comprised of spa professionals and product suppliers.

“After more than a dozen years of leading the incredible ISPA team, I can attest to the commitment and support IMG provides,” said ISPA President Lynne McNees. “From valued conferences to innovative marketing and branding initiatives, our partnership has proven to be highly capable, passionate and committed to ISPA’s success.”

IMG Associations’ client-driven culture and dedicated staff have positively influenced the success and growth of ISPA. In the first 11 years of the IMG-ISPA partnership, membership grew from 600 to 3,200; the annual Conference & Expo welcomed more than 3,000 attendees and 300 exhibitors; and ISPA’s consumer publication *LiveSpa* was distributed at the fall 2008 and 2009 New York Mercedes-Benz Fashion Week, produced by IMG Fashion.

“The ISPA Board of Directors regards the IMG management staff as an extension of our family rather than simply managers,” said Jean Kolb, ISPA chairman and director of wellness businesses at Kohler Co. “We are able to stay even more connected with our members today because of their high quality of services. They continue to give us the resources necessary to be the voice of the spa industry.”



### **About IMG Associations**

IMG Associations is a full-service professional association management company and a proven leader in helping professional and trade associations expand membership, promote their mission, and seize opportunities for growth. IMG's association clients represent a variety of industries and reach a combined audience of 75,000 members in more than 90 countries. An active member of the Association Management Company Institute and the American Society of Association Executives, IMG Associations is committed to maintain a high level of ethics, service and professional conduct. IMG Associations is a division of IMG (<http://www.imgworld.com>), the world's premier sports, entertainment and media company. For more information on IMG Associations, visit <http://www.imgassociations.com>.

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