



JW MARRIOTT.
GRAND RAPIDS

Media Contact: Nicole Ruggiero, Quinn & Co., 212.868.1900 x248, nruggiero@quinnandco.com

JW Marriott Grand Rapids Ups the Ante on In-Room Relaxation with First-Ever Innovative Suite Spa™ Trolley Cart

Fully-Loaded “Rolling Spa” Brings Calming Experience to Guests With Massages, Mud Wraps & More

GRAND RAPIDS, Michigan— March 30, 2009 – The JW Marriott Grand Rapids is changing the definition of room service and upping the ante on in-room relaxation as the first hotel to offer the Suite Spa™ treatment system by Vasaio Life Spa. The innovative “cart” elevates the in-room spa experience by offering luxurious treatments that, until now, were only available at the hotel’s Vasaio Spa. The Suite Spa™ comes equipped with everything needed to perform manicures, pedicures, facials, and massages that are routinely provided in guestrooms, in addition to hot stone therapy, mud wraps, and herbal body infusions never before offered in-room. It’s even wired with soothing spa music to enhance the calming and rejuvenating experience.

“This is an excellent way for guests who have been apprehensive about spas in the past, or are short on time for a treatment, to experience spa treatments,” said George Aquino, general manager of the JW Marriott Grand Rapids. “This fully-loaded cart will even impress spa veterans with the scope of treatments now available in the privacy of their room, and help us continue to surprise guests with luxury in unexpected places.”

The hotel’s five Suite Spa™ carts provide services to all of the hotel’s 337 guestrooms and suites. Standard guestrooms can accommodate two treatments at a time, while suites at the JW Marriott Grand Rapids make it possible to offer up to five treatments at once. Best of all, menu prices remain the same whether guest indulge in-spa or in-room.

Grand Rapids-based Vasaio Life Spa was founded in 2004 and offers salon, spa, and medical spa products and service.

For information and reservations at the JW Marriott Grand Rapids, please visit www.ilovethejw.com. For more information on Vasaio Life Spa and Suite Spa™, please visit www.vasaiolifespas.com or www.whatissuitespa.com.

About the JW Marriott Grand Rapids

The 24-story, 337-room JW Marriott Grand Rapids opened in September 2007 as the first JW Marriott hotel in the Midwest. The hotel is centrally located near downtown’s corporate, medical and entertainment districts, and it is connected via the skywalk to the DeVos Place Convention Center and Van Andel Arena. All guestrooms and suites, including 59 concierge rooms, and seven one-bedroom suites feature luxurious bedding; spacious workstations; cordless phones; WiFi internet capabilities; gourmet-stocked mini bar and refrigerator; computerized safe box; iron/ironing board; hair dryer; coffeemaker; individual climate control; and 37” flat screen televisions with JW Signature Technology

Pack, a docking station for mobile phones, iPods, and satellite radios. The 24-hour state-of-the-art fitness facility features an indoor heated pool; steam rooms, and spa-like whirlpool. The hotel also boasts full concierge desk; dry cleaning and laundry service; valet parking, and helipad access. More than 20,000 square feet of versatile meeting space includes a 1,000 seat Grand Ballroom, one of the largest in the region. The hotel boasts the signature market fresh restaurant, six.one.six., Mixology, a destination lounge, Starbucks, and 24-hour in-room dining.

About Amway Hotel Corp.

Amway Hotel Corp. owns two hotel properties: the Amway Grand Plaza Hotel, and the JW Marriott Grand Rapids. The corporation operates a third hotel property in downtown Grand Rapids, Mich., the Downtown Courtyard by Marriott. Amway Hotel Corp. is a division of Alticor Corporate Enterprises, a subsidiary of Alticor Inc.

###