

**Press Release
For Immediate release**



SIX SENSES RESORTS & SPAS APPOINT GCI AS MENA PR AGENCY

Manama Bahrain, 29th October : Six Senses Resorts & Spas, the leading luxury global spa brand, has appointed GCI Middle East to handle its communications in the region following a highly competitive three-way pitch. GCI's initial focus will be the Six Senses Spa at Sharq Village in Doha, Qatar—the largest luxury spa in the Middle East, and the launch of Six Senses Hideaway Zighy Bay, on Oman's Musandam Peninsula,

Six Senses is a resort and spa management and development company which manages resorts under the brand names Soneva, Six Senses Hideaway, Six Senses, Latitude and Evason, plus Six Senses Spas and Destination Spas. Six Senses operates 23 spas in Middle East, Asia, Europe and the Caribbean, including the Six Senses Spas at Sharq Village & Spa, Doha, Qatar, and Ma'in Hot Springs Jordan.

Six Senses have won numerous awards; including Conde Naste Traveller's *Best of the Best in the World* for Soneva Fushi and is the current winner of the Spa Asia Crystal Awards 2007. Other awards include the PATA Grand Award 2007 for Social and Environment Conscience, Hideaway of the year 2006 for Soneva Gili and Emirates Woman magazine.

GCI's Six Senses Resorts & Spas account will be run by the agency's new Bahrain office, headed by PR Director Christine Warren, who says: "We're delighted to be working with such an innovative brand like Six Senses, who are leading resort and spa operators and we are looking forward to introducing them to the region."

GCI Middle East and Six Senses Resorts & Spas will work together in targeting media throughout the Middle East to communicate the luxury resort and spa operator's brand. One of GCI's first responsibilities will be supporting the launch of the latest Six Senses Hideaway in the region, Zighy Bay, Oman, which opens early 2008.

"We chose GCI Middle East for their understanding of luxury brands and their detailed knowledge of the whole region. We are confident GCI is the right network agency to manage Six Senses Resorts & Spas' communication needs, as it grows in the region," said Naim Maadad, Area Director-Middle East-Six Senses Resorts and Spas

Greg Wixted, Regional Head of GCI, commented: "Six Senses Resorts and Spas is a great addition to the GCI MENA portfolio and another great win for the agency. We pride ourselves in 'results driven communications' and Six Senses will be no exception."

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