

JOINT MEDIA RELEASE BETWEEN CASE, SAS AND SWAS

14 April 2010

CASE OFFICIALLY LAUNCHES NEW SPA ACCREDITATION SCHEME TO PROMOTE FAIR TRADING

Today, CASE is proud to announce the first batch of spas that are accredited under its wing. 15 spas have passed the assessment and have been awarded the CaseTrust accreditation mark. These spas have met our requirements stipulated under the CaseTrust scheme to qualify for our Trustmark. The list of accredited businesses is attached in Annex 1 to this press release. The list is now prominently displayed on our website www.casetrust.org.sg for the public to view.

CASE has embarked on this new **CaseTrust Spa & Wellness Accreditation Scheme** to create a fair trading environment and to enhance the standards of practices in the spa industry. This initiative is supported by the Ministry of Trade and Industry (MTI) and key industry players namely Spa Association of Singapore (SAS) and Spa and Wellness Association Singapore (SWAS).

Since 1 June 2009, the CaseTrust mark has become the compulsory requirement for Spas to meet if they wish to upgrade to the highest-tier Category I Licence issued by the Police Licensing Division. Spas that successfully upgrade to Category I License can be granted more liberal operating conditions.

Key Features of the New CaseTrust Scheme

1. To pass the accreditation, the spas will have to go through stringent checks by CASE and are committed to have transparent policies and have agreed to adhere to good business practices.
2. Consumers patronising CaseTrust accredited spas can be assured of a stress-free treatment as these spas are committed not to engage in any form of selling once the customer enters the treatment room.
3. Consumers will also enjoy a 5-day cooling off period to seek full refund of payments made if they wish to cancel their long-term packages. This policy is not applicable for trial sessions whereby the treatment that have been utilised.

Mr Yeo Guat Kwang, the President of CASE said, "CASE wishes to convey our sincere appreciation to our strategic partners, volunteers and staff for their efforts in rolling out the Spa and Wellness Accreditation Scheme. Most importantly, we are glad that a group of accredited spa businesses has taken the initiative to build consumer confidence by embracing the CaseTrust mark. With this scheme in place, consumers can now look forward to enjoy greater transparency and customer friendly policy when they transact with CaseTrust accredited spas".

Ms Nancy Lim, the President of SAS said, “Spa Association Singapore (SAS) supports every effort in elevating the standards in the spa industry. On behalf of Spa Association, we would like to congratulate and commend CaseTrust for their continued efforts in protecting consumers and continually elevating the standards in the local spa industry.”

Dr Theresa Chew, the President of SWAS said, “The Spa & Wellness Association Singapore (SWAS) would like to congratulate CaseTrust on its Spa and Wellness accreditation scheme. The CaseTrust scheme has been customised specifically for the Spa and Wellness Industry in Singapore to enhance the quality and standards of spa operations for the benefit of consumers. SWAS applauds the fine efforts of CaseTrust to increase public awareness and confidence in the Spa and Wellness Industry at large.”

With the launch of the CaseTrust Spa and Wellness accreditation scheme, we believe that the industry standards and professionalism will be raised. Consumers can also enjoy greater protection and be more confident when enrolling for spa treatments.

Jointly signed off by:

Yeo Guat Kwang (Mr)
President of CASE

Nancy Lim (Ms)
President of SAS

Theresa Chew (Dr)
President of SWAS