



the new

pritiKin
LONGEVITY CENTER® + SPA

Always a magnificent new life

Now at a magnificent new location





*Staying at Pritikin
is the best thing
I've done for
myself in years.*

TIM ZAGAT
CHAIRMAN AND CEO
ZAGAT SURVEY

Pritikin Longevity Center® + Spa debuts in
EXPANDED PRIVATE FACILITY
at the Doral Golf Resort

Pritikin Longevity Center + Spa, the world's most highly respected health and wellness destination, will re-locate its facilities and debut December 2009 at a state-of-the-art facility at the famed Doral Golf Resort & Spa, A Marriott Resort in Miami. By combining Pritikin's extensive menu of medical, health, wellness and spa services with the finest resort facilities and amenities, the new complex will enhance Pritikin's position as the nation's premier spa/health destination.

The move has been driven by Pritikin's 250 percent growth over the last nine years. The new facility will more than double the program space available at its current location, the Turnberry Isle Yacht Club in Aventura, Florida, where Pritikin has been based since 1999.

ITALIANATE
GEM

In seeking a new location for its expanded wellness facility and spa, Pritikin's goal was to find a site of architectural distinction set among spectacular grounds. It found that site in the Doral, where an architectural, Italianate gem is surrounded by 650 acres of lush tropical gardens, fountains, water features and other amenities.

Pritikin's main structure features a four-story, glass-roofed atrium entrance, Carrera marble, Keystone Coral walls, and other stunning touches. The complex also features private indoor and outdoor salt-water pools, a huge and magnificently equipped fitness center, indoor and outdoor yoga and meditation centers, and indoor and outdoor running tracks.

650 ACRES
OF BEAUTIFUL
GROUNDS

Other amenities include a new, state-of-the-art spa with experiential showers, aqua-thermal bathing experiences, Finnish saunas, outdoor solariums, thermal heated loungers, deluxe spa suites, and two world-class Pritikin restaurants.

Surrounding the site, amidst the 650 acres of gardens and open space, are tennis courts, swimming pools, and five championship golf courses – including the famous Blue Monster, home of the PGA Tour for over 45 years.

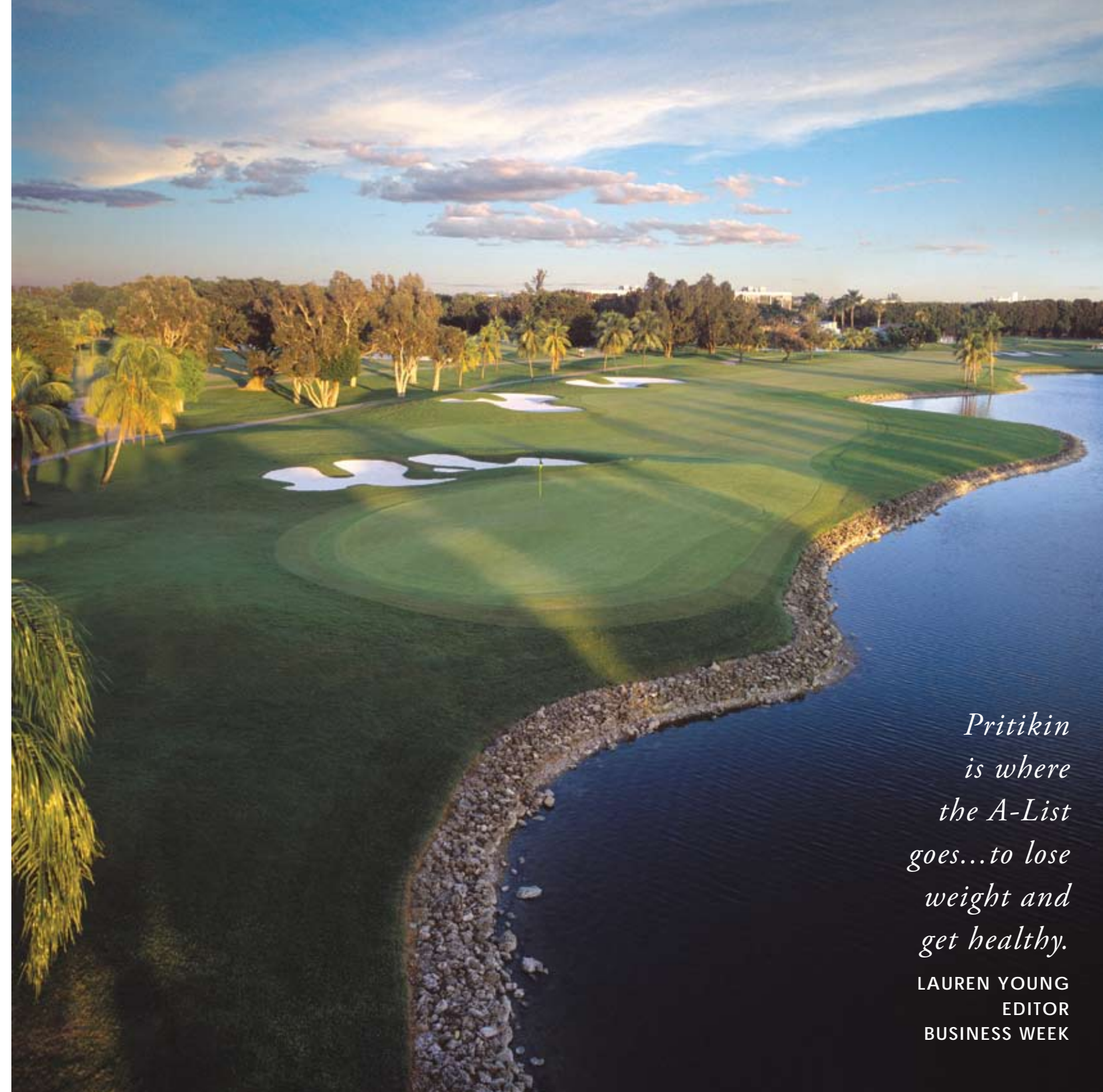
“We're thrilled about our spectacular new private enclave within the glorious Doral Golf Resort,” Paul Lehr, Pritikin's president, commented. “It gives us a home whose outside beauty is the perfect match for the extraordinary benefits that our guests achieve within.”

At its new Doral home, Lehr noted, Pritikin will continue to provide its faculty of physicians, scientists and educators in the fields of nutrition, psychology, and exercise, as well as a staff of wellness and spa professionals.

In more than 110 studies over the past three decades, scientists have documented remarkable health benefits – reduced blood pressure and cholesterol levels, weight loss, diabetes control, and others – among thousands of Pritikin guests.

PERFECT
PARTNERSHIP

“This is a perfect partnership for us,” said Mark Jeffrey, general manager of Doral Golf Resort & Spa, a Marriott Resort. “By joining forces with Pritikin, our guests will receive access to industry experts to help them achieve long-term health and wellness goals. Coupled with award-winning spa services at our spa, visitors will get the best of both worlds.”



*Pritikin
is where
the A-List
goes...to lose
weight and
get healthy.*

LAUREN YOUNG
EDITOR
BUSINESS WEEK

*I've been practicing Pritikin for
20 years. That's why I'm such a hunk!*

CARL REINER, WRITER - DIRECTOR - ACTOR



Pritikin Longevity Center® + Spa AMENITIES AT DORAL

Pritikin's new health renewal center is an Italianate architectural work of art featuring a four-story, glass-roofed atrium entrance, Carrera marble, Keystone Coral walls, and other stunning touches. On the promenade leading up to the bougainvillea-draped entrance is a grand Arquitectonica-designed meditative labyrinth. Offerings within the four levels of our new Pritikin enclave include...

STATE-OF-THE-ART FITNESS FACILITIES

- Huge, magnificently equipped fitness center for Pritikin's signature cardio, strength, and core-and-stretch workouts and elective exercise classes like Pilates, salsa dancing, cardio-boxing, and spinning
- Indoor and outdoor yoga and meditation centers, nestled among an oasis of gardens, statues, and fountains
- Indoor walking/running track
- Salt-water indoor pool
- Outdoor lap pool flanked by tropical foliage

GOURMET DINING

- Two world-class restaurants led by Pritikin's award-winning chefs and featuring gourmet heart-healthy cuisine

PREMIER EDUCATION/ PHYSICIAN CARE

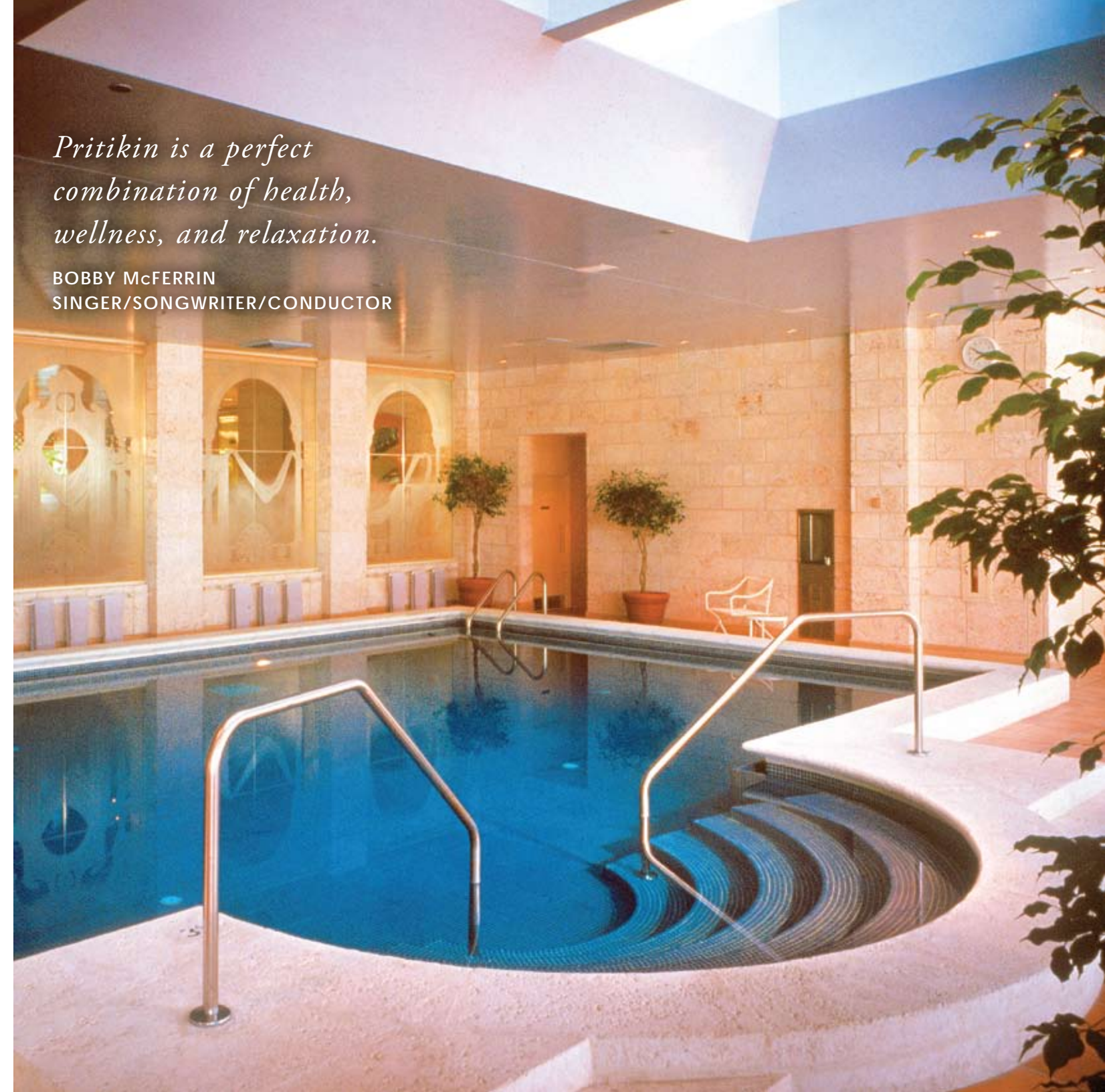
- Spacious cooking school where Pritikin chefs will teach step-by-step guidelines for re-creating the healthy recipes served in their Pritikin restaurants
- Beautiful, sun-filled lecture rotunda for Pritikin education, and four additional lecture/seminar halls
- Medical center/conference rooms for one-on-one consultations with Pritikin's board-certified physicians, nutritionists, exercise physiologists, psychologists, and chefs

LUXURY SPA

- 32 world-class treatment rooms, including deluxe spa suites
- A lavish array of aquatherapy amenities, such as aromatherapy-infused steam rooms, experiential showers, hot and cold massaging hydrofalls, jacuzzis, Finnish saunas infused with the relaxing scents of fragrant wood, and rejuvenating cold-water plunges
- Hammams – heated niches for slow, gentle warming to renew muscles
- Outdoor solariums
- 100+ of the newest, most exquisite body and spa treatments, including the best massages of your life, such as Asian-inspired treatments like Thai massage, healing whole-body Reiki massage, and Ayurvedic body treatments; as well as soothing sleep therapies; a full-service salon; and stunning new developments in facial and skin rejuvenation, such as LED and Ultrasonic Microdermabrasion

*Pritikin is a perfect
combination of health,
wellness, and relaxation.*

BOBBY McFERRIN
SINGER/SONGWRITER/CONDUCTOR



GORGEOUS HOTEL ACCOMMODATIONS

- Two re-modelled and luxurious private lodges dedicated to Pritikin's guests, and featuring private balconies or lanais overlooking lush green golf courses or gardens, entry foyers, marble-accented bathrooms, and large living areas (450 to 1,000 square feet), all with high-speed Internet access, premium cable and on-demand movies, and sensuous new spa-style décor. When planning your next family vacation, book several rooms. There's fun for everyone at Doral.
- Doral's premier category of hotel accommodations – 48 luxurious spa suites, all 1,000+ square feet. Features include balconies with sweeping views of the golf courses and sumptuous gardens, large comfortable leather sitting chairs, marble countertops, flat-screened TVs, French doors, full-sized dining room tables, high-speed Internet access, his-and-her bathrooms, and Jacuzzi baths.

SURROUNDING OUR NEW PRITIKIN LONGEVITY CENTER

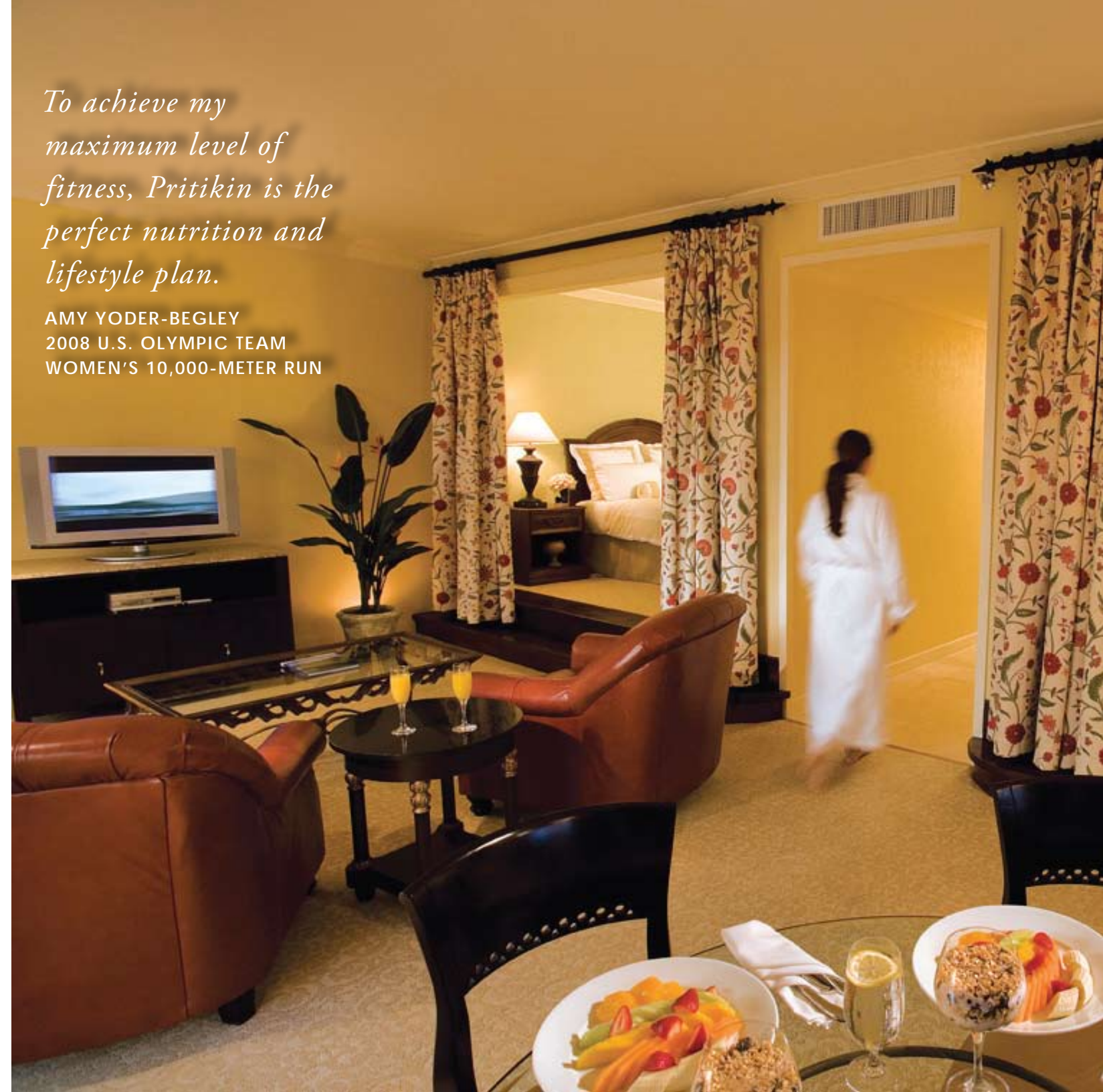
- 650 acres of immaculate landscaping, dazzling pools, lush green fairways, cascading waterfalls, meditative labyrinths, and flowering gardens
- Private, four-mile, landscaped walking/running trail along the golf courses, all within the confines of the gated resort
- Five championship golf courses, including the infamous Blue Monster, host of the PGA Tour for over 45 years, and winner of Travel & Leisure Golf Magazine's "Best Golf Resort" and Golf Digest's "Best Places To Play, 2008 – 2009," and recognized as one of the "World's 10 Best Golf Spas" by Forbes.com
- Tennis courts
- The Jim McLean Golf School, led by Jim McLean, rated among the top three golf instructors in the world. The academy has 21 teachers and conducts golf clinics and private lessons year-round
- Full program of children's athletic and leisure activities, including the magnificent Blue Lagoon pool featuring a 125-foot waterslide – new fun for our children in the Pritikin Family Program
- Business conference facilities (40 rooms in total), plus a modern kitchen where Pritikin chefs will be able to showcase their culinary masterpieces as they prepare menu selections for business events

MINUTES FROM SOUTH FLORIDA ATTRACTIONS

- Miami's beaches, South Beach, the Everglades, the Florida Keys, and Bal Harbour and Merrick Park shopping, as well as Miami International Airport

*To achieve my
maximum level of
fitness, Pritikin is the
perfect nutrition and
lifestyle plan.*

AMY YODER-BEGLEY
2008 U.S. OLYMPIC TEAM
WOMEN'S 10,000-METER RUN





What sets Pritikin apart

SCIENTIFICALLY PROVEN RESULTS

Since 1975, more than 100,000 people have experienced the life-changing benefits of the Pritikin Longevity Center® + Spa, and more than 10 million people have read Pritikin's best-selling books.

The Pritikin Program is widely regarded as the most effective, most scientifically documented health and weight-loss program in the world. Scientists at leading institutions nationwide, including MIT, Stanford, Harvard, and UCLA, have lauded Pritikin's results.

Some highlights of more than 110 studies published over the past 30 years on thousands of guests at the Pritikin Longevity Center:

DRAMATICALLY IMPROVE CHOLESTEROL AND TRIGLYCERIDE LEVELS

Among 4,587 men and women, LDL (bad) cholesterol fell on average 23% within three weeks. Triglycerides plummeted 33%.

New England Journal of Medicine, 323: 1142, 1990.

Archives of Internal Medicine, 151: 1389, 1991.

LOWER BLOOD PRESSURE TO NORMAL, MEDICATION-FREE LEVELS

Nearly 60% of 1,117 hypertensives lowered blood pressure to normal levels and left Pritikin free of anti-hypertensive medications.

Journal of Applied Physiology, 98: 3, 2005

CONTROL DIABETES AND, FOR MANY, ELIMINATE THE NEED FOR DRUGS

74% of 864 diabetics on oral drugs left Pritikin drug-free; 44% on insulin left insulin-free. Those who continued the Pritikin Program stayed off the medications.

Journal of Applied Physiology, 98: 3, 2005.

See also *Diabetes Care*, 17: 1469, 1994.

PROMOTE HEALTHY, LONG-TERM WEIGHT LOSS

Weight loss among 4,587 adult guests averaged 11 pounds in three weeks.

Archives of Internal Medicine, 151: 1389, 1991.

REVERSE THE METABOLIC SYNDROME

In 50% of those studied, the Pritikin Program reversed the clinical diagnosis of the metabolic syndrome.

Journal of Applied Physiology, 100: 1657, 2006.

SUBSTANTIALLY ENHANCE EFFECTIVENESS OF STATIN THERAPY/REDUCE STATIN NEED

Prior to attending Pritikin, 93 people had reduced their total and LDL cholesterol levels about 20% on statins. After two weeks at Pritikin, they demonstrated an additional 19% decrease in cholesterol levels.

American Journal of Cardiology, 79:1112, 1997.

REDUCE INFLAMMATION

Within two weeks, inflammation markers like C-reactive protein plunged 45%.

Metabolism, 53: 377, 2004.

IMPROVE CHILDREN'S HEALTH

Within two weeks, 100% of overweight children lost significant weight and ameliorated heart disease risk factors, including the metabolic syndrome.

Metabolism Clinical and Experimental, 55: 871, 2006.

ELIMINATE THE NEED FOR ANGIOPLASTY AND BYPASS SURGERY; RELIEVE ANGINA PAIN

A five-year follow-up of 64 men who chose Pritikin instead of the recommended bypass surgery found that 80% never needed the surgery. Of those taking drugs for angina (chest) pain, 62% left the Center pain-free and drug-free.

Journal of Cardiac Rehabilitation, 3: 183, 1983.

REDUCE KEY RISK FACTORS FOR BREAST AND PROSTATE CANCER

Adopting the Pritikin Program retarded the growth of breast cancer and prostate cancer cells, and induced tumor cells to self-destruct.

Cancer Causes and Control, 13: 929, 2002; *Nutrition and Cancer*, 55 (1): 28, 2006.





Where else can you eat so much great food and lose weight? I love Pritikin!

JEFF GARLIN, CO-STAR, EXECUTIVE PRODUCER OF HBO'S CURB YOUR ENTHUSIASM

The food at Pritikin tastes great and you can follow it in the real world - and that's saying something for a steakhouse guy like me. Pritikin works, not only short-term, but long-term.

JOHN TIMOTHY GANNON, CO-FOUNDER, OUTBACK STEAKHOUSE, INC.

It's my job to evaluate innumerable health organizations and to sift through endless exaggerations from public relations firms in order to make the best recommendations to our 39 million readers who are intensely interested in health issues, particularly weight loss, diabetes prevention, heart health, and healthy, active aging. The Pritikin Longevity Center* is one of those rare creatures: A program that not only lives up to its claims, it exceeds them. The staff is incredibly knowledgeable, the facility is top-notch, diagnostic procedures are state-of-the-art and, most importantly, the environment produces dramatic, compelling and fascinating physical, mental and emotional changes in the program's participants. I don't think there is another center that does what Pritikin does anywhere near as well.

CHRISTIAN MILLMAN, HEALTH EDITOR, BETTER HOMES AND GARDENS MAGAZINE

#1 to people at spas is weight loss and results – I've been to many spas – great ones – offering weight loss, but none with long-term results. Pritikin gets great results and really teaches people how to succeed AFTER they leave. And Pritikin provides a great spa vacation. I am a Pritikin disciple!

PETE ELLIS, CHAIRMAN + CEO, SPAFINDER



Doral Golf Resort & Spa 8755 NW 36th Street Miami, FL 33178
Tel. 305.935.7131/800.327.4914 Fax 305.935.7111 www.pritikin.com