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Nordik Group in expansion mode



Chelsea, July 2, 2015 – Nordik Group, owner of the thermal spas Nordik Spa-Nature in Chelsea, Quebec, which celebrates its 10th anniversary this year, and Thermëa by Nordik Spa-Nature in Winnipeg, Manitoba, is pleased to be among the first cohort of the AdrénaLys group of exceptional small or medium-sized businesses. This partnership will provide encouragement as Nordik group broadens its horizons and moves ahead with its expansion and investment projects.

Nordik Spa-Nature (Chelsea) studies hotel project as it celebrates 10 years

Since its opening in 2005, the spa in Chelsea has tripled its area, seen investment increase from \$3.3 million to \$22 million, and grown from 40 to 260 employees.

In 2012, Nordik-Spa Nature became the largest spa in North America and is far from finished growing. A hotel project is currently being analyzed that would completely transform the facility, turning Nordik Spa-Nature into a destination spa and building on its tourist customer base.

Adrénalys group

Adrénalys is a private multidisciplinary group dedicated to advising CEOs of fast-growing small and medium-sized businesses. Nordik Group distinguished itself by meeting the five selection criteria of businesses with the best development potential.

This support comes at a perfect time for Nordik Group and its future projects. Over the next two years, Adrenalys and its partners will expend considerable means to boost its member businesses to the next level, starting with \$3.5 million in pro-bono services and \$150 million in funding to promote growth. Thirty Québec businesses were selected for the program.

Brand development projects across the country

Nordik Group is not stopping there. Having just opened its second spa, Thermëa, in Winnipeg, Manitoba, the group is eagerly anticipating the start of construction on its third spa, in Cullen Garden Park in Whitby, Ontario.

To push the envelope and offer even more to its customers, the group's initial investment of \$12 million, approved by the town of Whitby in 2012, could become a \$35 million project with the inclusion of a hotel complex. This aspect of the project is currently being studied.

About Nordik Group

Founded in 2005 in Chelsea, Quebec, in the National Capital Region, Nordik Group's mission is to develop establishments that offer its guests unique, unforgettable and beneficial experiences with unsurpassed courtesy and service.

The group's first spa in Chelsea, in Québec's Outaouais region, has undergone four expansions since its opening, with investments growing from \$3.3 million to \$22 million. It is now considered the largest spa in North America. Nordik Group is now studying options for a hotel project to turn it into a destination spa.

In 2012, Nordik Group announced the construction of a second spa in Winnipeg, Manitoba, an investment of \$10 million. Thermëa by Nordik Spa-Nature officially opened its doors in January 2014 and has already become a major attraction for the city and the province, being the only Nordic-style spa in the Prairies.

In 2013, the group acquired Cullen Garden Park in Whitby, Ontario, in the Greater Toronto Area. The project continues to evolve; Nordik Group hopes to invest even more and is currently in negotiations with the town.

Nordik Group, with major backing from the business communities and tourism industries in Québec, Manitoba, and Ontario, has gained recognition in the Nordic spa industry for its business model, high-end facilities, and unique relaxation services available nowhere else in North America.

About Adréanalys

An unparalleled economic development initiative, Adrenalys is a private group whose mission is to push Québec businesses with strong potential to the next level. The six signatories of the group—National Bank, Fasken Martineau, the Fonds de solidarité FTQ, Proaction International, Raymond Chabot Grant Thornton, and the consulting firm Ascendis, founders of Adrenalys—are committed to providing guidance for the executive teams of small and medium-sized businesses with high growth potential using an innovative approach to providing 360-degree services. The group's website is <http://adrenalys.ca>

About Nordik Spa-Nature | Chelsea

Nordik Spa-Nature is a relaxation spa where the staffs are devoted to the overall well-being of each guest. It offers a total relaxation experience in a natural setting, with the thermal experience inspired by the Scandinavian tradition. Open since July 2005 in the village of Chelsea, Québec, right next door to Gatineau Park, the spa today employs over 220 people, all of whom are dedicated to providing guests with an exceptional experience. To date, over \$22 million have been invested in the Chelsea facility, making it the largest day spa in North America.

Over the years, Nordik Spa-Nature has garnered numerous awards, including the People's Choice award at the 2013 and 2014 Grands prix du Tourisme de l'Outaouais. It was named one of the top nine tourist attractions in Canada in 2012 by *Where* magazine, and it won Best Tourist Attraction and Best Tourist Lodging at the 2010 Grands Prix du tourisme de l'Outaouais. In 2009, the Gatineau chamber of commerce honoured it with the award for Best Investment Project, and in both 2008 and 2009, it won Value Awards in the spa category for the Ottawa region, presented by Westjet's *Up* magazine.

For more information:

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