

MIRAVAL, LIFE IN BALANCE®, ANNOUNCES ALLIANCE WITH HEARTMATH®
America's leading proponent of mindful, balanced living announces exclusive new technology to improve guest's quality of life

CATALINA, AZ (September, 2005) – Miraval, recently named the top ranked destination spa in America by Travel & Leisure for the third consecutive year, is pleased to announce a new addition to their Life In Balance programs called Accessing the Heart's Intelligence. The new program designed by HeartMath exclusively for Miraval guests offers new information on the heart's role in achieving emotional balance, improved health and an enhanced quality of life.

Miraval guests will learn HeartMath's scientifically validated techniques that engage the power of the heart to expand perception and awareness while reducing the effects of stress. This program will feature HeartMath's award-winning technology, the Freeze-Framer® Interactive Learning System, a computer-based program that measures heart rhythms -- the language of the heart -- to see how emotional state changes the heart's communication from chaos to coherence. By participating in the 90 minute HeartMath class, guests learn how to improve their heart rate variability, thereby reducing their risks of heart attack, stroke and other cardio-related diseases. Here guests gain the tools necessary to improve their health based upon the results attained by the Freeze-Framer.

“We are very pleased to have the opportunity to work with Miraval, the leader in the luxury resort spa industry to provide this new program. HeartMath's mission is to provide effective solutions for maintaining and improving the quality of life for people around the world during this era of high-speed change. With Miraval we have an excellent opportunity to provide a new service, created especially for them, that gives guests a useful and transformational experience unlike any other. It's a very exciting alliance,” stated Howard Martin, Executive Vice President of HeartMath LLC.

Miraval's majority owner is Revolution Living, a subsidiary of Revolution LLC. Under the leadership of CEO Michael Croke, Revolution Living invests in businesses that promote more balanced and sustainable lifestyles. Its holdings include Flexcar, a car-sharing service; Lime, the leading cable and satellite radio channel with “mind, body, spirit” programming; and a minority stake in Gaiam Inc., the leading provider of goods and services to customers who value the environment, a sustainable economy, healthy lifestyles, alternative healthcare and personal development.

Revolution is a company launched in April 2005 by Steve Case, the former Co-Founder of AOL. Revolution is seeking to become the world's leader in providing consumers with more choices to empower themselves to build balanced and mindful lives. Together with a newly formed management team at Miraval brimming with a diverse and complementary set of experiences, Case seeks to expand Miraval's mission of mindfulness from a location to a lifestyle, from a vacation to a way of life.

Miraval's announcement of these luxury second homes is just one of the “revolutionary” additions being made at Miraval. Among the focal points of Miraval's plans for growth

are the expansion of its award-winning flagship resort and spa into an inviting balanced-living resort community. Over the next 10 years, Case envisions local wellness centers in multiple communities across America, all offering Miraval programs. Lifestyle products in food, beverage, beauty, body, and health, and nutritional supplements are also part of the plan for the evolution of the Miraval brand into a household name in health and wellness—not just in America, but around the world.

Nestled in the foothills of the Santa Catalina Mountains in Southern Arizona, Miraval, Life In Balance, offers luxury, privacy and a healthful focus for the body, mind and spirit. The vision is to transform Miraval from a place to an idea . . . from a vacation to a way of life . . .from a destination spa to a lifestyle company with new destinations, new products, and new services. The resort’s 104 exquisite hacienda-style guestrooms sit comfortably on 400 manicured acres in the picturesque Sonoran Desert. The Miraval philosophy is one of balance, “mindfulness” and living in the moment. There is no strict regimen, and no pressure: guests are free to create daily agendas that suit their whims, goals and mood from the following options:

Yoga	Meditation	Golf
Fine Dining	Nutrition Classes	Luxury Spa
Equestrian Pursuits	Swimming Pools	Hiking
Trail Riding	Adventure Challenges	Zen Garden

Consistently rated the #1 Destination Spa with the following accolades:
#1 Destination Spa in the World by readers of Travel + Leisure in 2003, 2004, 2005
Ranked #1 Destination Spa in the U.S. by Zagat Survey in 2001/2002 and 2003/2004
#1 Destination Spa in North America by Condé Nast Traveler in 2004

For further information or reservations, phone 800-232-3969, or log onto www.miravalresort.com.

Media Contacts:

For information about HeartMath contact: Gabriella Boehmer
(831) 338-8710 or gboehmer@heartmath.com

For information about Miraval contact: Alexandra Mathews
(646) 654.3404 or amathews@nikecomm.com