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GENE SMART WELLNESS AND SCRUB ISLAND RESORT PARTNER TO OFFER EXCLUSIVE WELLNESS VACATION PACKAGE

*Learn the fundamentals of healthy living
amid the tropical splendor of BVI's newest luxury resort*

SCRUB ISLAND, BRITISH VIRGIN ISLANDS (December 10, 2009) – Are you ready to create a healthier you...while basking in a tropical paradise? Then you are ready for ***Living Abundantly*** – a relaxing, six-day, Caribbean vacation package at the luxurious Scrub Island Resort featuring a hands-on health and wellness program designed by Gene Smart Wellness.

With ***Living Abundantly***, you'll have the chance to interact with and learn from Floyd "Ski" Chilton, Ph.D., one of the true pioneers in the study of the relationship between the foods we eat, the way we exercise, our genes and our health and author of such influential books as *Inflammation Nation* and his most recent, *The Gene Smart Diet* (Rodale, 2009). Dr. Chilton will personally coach you on effective strategies to a healthier, more fulfilling lifestyle – from nutrition to weight loss to stress management – while you bask in a tropical paradise that invites you to explore and discover its wonders.

Nestled among 230 acres of unspoiled tropical paradise on a private island in the British Virgin Islands, Scrub Island Resort offers luxuriously appointed guestrooms, a full-service marina, gourmet culinary experiences, and an opulent spa that make the ***Living Abundantly*** package a uniquely rewarding and memorable experience. Some of the highlights of the package include:

- Five nights and six days in a deluxe ocean-view room;
- Gourmet breakfast, lunch and dinner daily, with a focus on delicious and nutritious cuisine
- A complete pre-trip Gene Smart Health Assessment, including a survey of diet, exercise, health and quality of life measures, as well as a comprehensive blood profile measuring omega-3, cholesterol, insulin, and more;
- Up to three one-on-one personal coaching sessions with Dr. Chilton
- Morning exercise sessions, concentrating on simple, proven techniques for reducing whole body inflammation;
- Group activities led by Dr. Chilton focused on the Gene Smart program's principals for mind, body and spirit health;
- An interactive cooking class working side-by-side with our chefs so you can take your newfound "Gene Smart approved" culinary skills you learn home with you;
- Three dinners in exotic locations with Dr. Chilton and other guests who book with the ***Living Abundantly*** package;
- One half-day snorkeling trip around the British Virgin Islands and a day trip to the nearby island of Anagata;
- A comprehensive welcome kit, including Gene Smart dietary supplements, autographed copies of Dr. Chilton's books, daily journals, and more'
- Access to our world-class spa

The **Living Abundantly** package starts at \$5,998, including tax, and is available only from April 15 through April 19. Scrub Island Resort, nestled on an unspoiled 230-acre private island in the British Virgin Islands, offers luxuriously appointed guestrooms, a full-service marina, gourmet culinary experiences, and a unique spa as well as myriad upscale activities and services designed to meet the whims of every guest.

When you arrive at Scrub Island Resort, you'll be shown to your room, which overlooks the sweeping waters between Scrub Island and the Island of Great Camanoe. Decorated to evoke the charm of old world Caribbean elegance, while still decidedly modern, you'll be pampered with king-sized beds adorned with soft cotton sheets, down bedding, flat screen televisions, bamboo ceiling fans, central air conditioning, and bathrooms featuring separate shower and bathtubs with LCD flat-panel televisions. Natural stone floors, carved wood furniture, and luxurious fabrics mix with decorative accents from the natural world to create a soothing blend of traditional, natural and comfortable. Breathtaking views await beyond French doors which open to a private veranda, comfortably furnished with teak wood furniture with plush pillows and cushions. An authentic Caribbean feel is evident in the resort's details, while nature provides the timeless and exquisite background.

Resort amenities include a luxury spa and fitness center, retail shops, a dramatic lagoon pool with waterfall, swim-up bar, beautiful beaches, a professional dive shop, day boat rentals, fishing charters, sea kayaks, snorkeling, an in-room multi-media experience and island-wide Internet access. Spectacular dining is available at Caravela, a unique restaurant that overlooks the ocean and nearby Turtle Beach. Named after ships used during the Age of Discover, Caravela brings with it the cuisine of Old World Europe, and Caribbean classic dishes. Aliseo, an open-air establishment named after the trade winds that drift day and night across the island, serves made-to-order grilled fare. Caribbean signature cocktails, varied rums, and wines from around the world are served from the mail bar, Tierra! Tierra!, and within Aliseo. Nestled within the peaceful trees at North Beach is the more casual One Shoe Beach Bar and Grill.

About Gene Smart

Gene Smart™ Wellness (GSW) is a preventative healthcare company that utilizes the latest understanding of the relation between diet & exercise, our genes and our health to empower individuals to take control of their health in order to live life abundantly. Floyd "Ski" Chilton, PhD, is the company's Chief Scientific Advisor and author of numerous articles and books on health and nutrition. His most recent book, *The Gene Smart Diet* (Rodale, 2009), makes the connection between what we eat, our genes and our health. More information on the Gene Smart program and the *Omega-3 Index* is available at www.genesmart.com. For more information on visiting Scrub Island Resort, or to book a stay with the **Living Abundantly** package, visit www.scrubisland.com or call (877) 890-7444.

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