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MEN FIND SPA TREATMENTS JUST FOR THEM AT *AQUAGĒNE* AT THE PINK SHELL BEACH RESORT & SPA IN SOUTHWEST FLORIDA

Couples-Only Treatments That Soothe and Revive Him and Her are Also Available

ESTERO ISLAND, Fla. – August 30, 2005 – Aquagēne, a state-of-the-art spa located at the acclaimed Pink Shell Beach Resort & Spa located along Fort Myers Beach, Florida recently announced a variety of special treatments and dedicated facilities designed especially for men.

Male athletes have always understood the positive effects of spa treatments on relieving tension, fatigue and sore muscles. Now, men – who make up 29 percent of all spa guests – are catching on to the many physical, mental and spiritual benefits of a relaxing spa treatment.

Stated Brij Misra, General Manager of Pink Shell Beach Resort & Spa, “Men today are interested in overall well-being and rejuvenation and Aquagēne offers men a comfortable, sophisticated environment and specialized treatments and services designed to reduce stress and promote healthy skin and hair care for men.”

One of Aquagēne’s most-requested spa packages for men is the ***Men’s Rejuvenating Regimen*** package (\$264), which includes:

- Sports Massage
- Sun Damage Renewal Facial
- Energizer Scalp Massage

Other popular treatments to keep men looking and feeling their best include the *Athlete’s Pedicure* and the *Men’s Classic Manicure*.

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For Couples Only

As couples seek different ways to enjoy more quality time, another spa trend that has emerged is men and women enjoying spa treatments together. Guests at Aquagēne may indulge in the **Matrimonial Bliss** package in the “Couples Suite”, a double room complete with a shower featuring dual massage therapy showerheads. The **Matrimonial Bliss** package includes a couples' Swedish massage, followed by a presentation of sugar scrubs, body wash and soufflé that couples apply to one another. At the end of the session, couples are sent home with their own supply of a sweet body spray to continue this blissful experience together.

Guests of the Pink Shell Beach Resort & Spa may also enjoy a variety of other resort amenities, such as abundant water sports, three swimming pools, including “Octopool” - an expansive pool terrace, two tennis courts, dining and cocktails at JoJo's...at the Beach and Bongo's Bar & Grill, two unique poolside restaurants.

The 12-acre **Pink Shell Beach Resort & Spa** is located on Estero Island, within The Beaches of Fort Myers & Sanibel, along the Gulf of Mexico and enjoys a rich history of being a popular resort in Southwest Florida for more than 50 years. With a variety of activities for the entire family, **Pink Shell** sits on 1,500 feet of pristine beach and offers such activities as sailing, dolphin adventure tours, Yamaha Wave Runners®, parasailing, kayaks, tennis, fishing, sunset cruises and specialized recreation programs for all ages. The resort is owned by Boykin Lodging Company (NYSE: BOY), a Cleveland, Ohio based real estate investment trust that focuses on the ownership of full-service, upscale commercial and resort hotels, and is managed by Boykin Management Company, also of Cleveland, Ohio. For more information contact the Pink Shell Beach Resort & Spa, 275 Estero Boulevard, Fort Myers Beach, FL 33931, Telephone: 888-309-2912; or visit the web site at www.pinkshell.com.

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