



For Immediate Release
December 6, 2006

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Aveda Lifestyle Spa & Salon Debuts at The Wharf

ORANGE BEACH, ALA.—The Wharf continues to deliver on its promise of offering fine retail services to visitors and residents of Alabama's Gulf Coast with the opening of a full-service spa and salon on Main Street. Fusion Spa.Salon, located in suite 109, opened for services and appointments on December 5, 2006, at The Wharf—the premier retail, residential and recreational development on the Intracoastal Waterway in Orange Beach.

Fusion Spa.Salon is an official Aveda lifestyle spa brand, providing the complete line of Aveda's signature hair, nail, skin care, massage and body treatments and products. As with all Aveda salons, Fusion Spa.Salon is dedicated to providing a nurturing, professional environment that integrates elements of science, nature and human touch.

The Fusion Spa.Salon is the first of two Aveda salons opening at The Wharf. A second location, planned for the Boggy Point condominium residences, will be a wellness-oriented spa featuring 13 treatment rooms, hot and cold "plunge" pools to change body temperature, and much more.

"The number one reason for opening Fusion Spa.Salon in Alabama's Gulf Coast area was to bring a quality salon and spa unlike any other already here," said Christian Hinrichs, who owns the Fusion Spa.Salon with his wife, Tandy. Aveda Institutes offer us a good pool of service providers to choose from. The other retailers at The Wharf are a good complement to us, and the development of the condominiums gives us a built-in customer base. It is a very good fit for us and for what we do."

Owners Christian and Tandy Hinrichs operate two other salons in Florida; they expect to open their third salon in the state in March. "We are growing, and that growth reflects our dedication to the quality that Aveda brings—and to the quality that we want to bring—to this area," said Hinrichs.

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A complete list of services and products is available at the salon's website, www.be-fusion.com.

For more information on the Fusion Spa.Salon, contact The Wharf at (251) 224-5503; www.thewharfal.com.

🌀 About The Wharf 🌀

The Wharf, located in Orange Beach, Ala., on the Intracoastal Waterway, is a 220-acre mixed-use development serving residents and visitors with world-class retail, residential, and recreational facilities.

Alabama's premier resort and entertainment attraction, The Wharf features a 112-foot-tall Ferris Wheel; Main Street shopping and dining; a full service 208-slip marina with public and private facilities, an Aveda Resort Spa; and a boardwalk with open-air cafés and restaurants. At full build-out, The Wharf will feature approximately 1 million square feet of retail, office, dining and residential space—including 1,600 condominium homes featuring such amenities as a private clubhouse, resort pools and nature trails.

The Amphitheater at The Wharf, an open-air 10,200-seat venue showcasing national acts and local performances, will host special events and concerts throughout the year.

In addition to the Amphitheater, The Wharf's entertainment attractions include the Southeast's largest Ferris Wheel and a RAVE Motion Pictures' movie theater with 15 state-of-the-art cinema screens.

For more information, contact The Wharf at (251) 224-1000; www.thewharfal.com.

🌀 About AIG Baker 🌀

AIG Baker Shopping Center Properties LLC is a privately held entrepreneurial-driven company, headquartered in Birmingham, Ala., that specializes in ground-up development, acquisition, leasing and management of retail centers nationwide.

Backed by American International Group (AIG), one of the world's largest insurance companies, AIG Baker has developed more than 20 million square feet in 17 states since 1993. Subsidiaries of AIG Baker include AIG Baker Real Estate L.L.C.; AIG Baker Management L.L.C.; AIG Baker Development L.L.C.; and Pinnacle Communities L.L.C.

For more information, contact AIG Baker Shopping Centers at (205) 969-1000; www.aigbaker.com.

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