

THE RANCH

AT LIVE OAK / MALIBU

ABOUT THE RANCH AT LIVE OAK MALIBU

The Ranch at Live Oak Malibu is an intensive no-options, week long endurance, wellness and nutrition program that recalibrates guests' lifestyles towards achieving and sustaining their health goals. Founder and owner of The Ranch Alex Glasscock wanted to create an environment where people could unplug from their chronically business daily lives and recalibrate their mind and body. Both the setting of The Ranch and the program forces guests to focus on themselves to create a positive shift in their physical and mental health and jumpstart a more conscious approach to healthy living.

Set three miles above the Pacific Ocean in the Santa Monica Mountains, the 15-cottage retreat, which opened September 2010, is beautifully situated on a large working ranch. Designed to frame the picturesque landscape, the intimate setting features private accommodations and premium amenities. Over 200-miles of hiking trails, an open-air kitchen and great room, organic farm, exercise pavilion, outdoor pool and spa, and private treatment rooms for massages, further enhance the spectacular surroundings. Because The Ranch does not have WiFi or cell phone/blackberry reception (guests have limited access to computer and phone) the setting encourages guests to focus their energies on being present in the natural, serene surroundings with others on the same path of health and wellness.

Limited to fifteen people each week, the Sunday to Saturday stay delivers sustainable results through a strict, "no-options" philosophy. The program was designed by a collaboration with the Program Director, Marc Alabanza, owners, Alex and Sue Glasscock, and several specialists including a Medical Doctor specializing in preventative proactive medical care and treatment, a Doctor of Eastern Medicine, a licensed nutritionist/dietician, physical trainers and experienced outdoor hiking and wilderness guides. The effectiveness of the program is based upon years of collected experience, observation and daily regime calibration to insure the most weight and inches lost in a safe and sustainable way.

The daily routine at The Ranch combines four to five hours of group mountain hiking, core and ab work, weights, daily group yoga sessions and a private afternoon massage. Acupuncture and private nutrition consultations are also offered. The highly knowledgeable staff is trained in all aspects of fitness and rehabilitation to support and nurture guests while guiding them to achieve their personal program goals. Guests will routinely shed fat equal to 5% of their body weight while at The Ranch.

This intense daily physical regimen is complemented by homegrown organic vegetarian fare impeccably prepared and presented by acclaimed Executive Chef Kurt Steeber, The Ranch's "Nutritional Alchemist." Former Executive Chef at the exclusive Ventana Inn and Spa in Big Sur, California, Steeber worked closely with advising nutritionists to create the all-vegetarian diet that is both nutritionally and calorically calibrated to shed unwanted pounds or sustain guests throughout their stay.

The program is a minimum of one week and priced at \$5600/person for a week long stay. Guests of The Ranch will begin their journey 30-days prior to arrival through a series of suggested exercise, diet and healthy living assignments intended to prepare them for their time on-site. All guests will be required to fill out a health evaluation to ensure their participation in the program does not present any health risks. Lasting nutritional and fitness guidance from The Ranch experts will continue after departure to ensure guests sustain the benefits of their stay.

For more information and reservations, please visit www.theranchmalibu.com, or call 888.777.2177.

Media Contacts:

Melissa Amerian
Susan Magrino Agency
641 Lexington Avenue, 28th Floor
New York, NY 10022
212.957.3005, Melissa.Amerian@smapr.com