

FOR IMMEDIATE RELEASE

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BAREFOOT AND VACATIONROOST.COM GO LIVE WITH LINK

Popular destinations throughout the U.S. can be booked

Salt Lake City, UT—September 22, 2009. Barefoot Agent, the most innovative rental software solution on the market now offers a live link with VacationRoost.com site for their clients, allowing guests to book some of the best units in such popular destinations as Cape Cod, the Oregon coast, Hawaii and destinations throughout Mexico.

“We are pleased to welcome Barefoot and their clients to our ever-expanding inventory of professionally managed units, the agencies that use their system are some of the most unique and innovative in the market,” said Michelle Hagen, Chief Marketing Officer for VacationRoost. “Vacation rentals are a more affordable and pleasurable way to stay and this expansion gives our guests an increasingly more diverse selection.”

“VacationRoost is a great addition for our clients,” offers Ed Ulmer, Director of Business Development for Barefoot, . “I am also confident that the VacationRoost shopper will benefit from this new inventory which includes Dollywood and a number of other innovative vacation rentals companies.”

ABOUT VACATIONROOST

With more than 100,000 ski, mountain, and beach vacation rentals in 84 destinations across North America, VacationRoost.com offers the largest selection of professionally managed vacation homes available on the Web. Travelers can search, compare and book their home vacation rental online, or work with an experienced travel specialist to find the perfect spot for their vacation. Based in Salt Lake City, UT, VacationRoost’s staff of experienced travel executives is committed to making booking a vacation rental just as easy and competitively priced as booking a hotel room online.

ABOUT BAREFOOT

Barefoot is a leading provider of browser-based reservation and asset management systems in the vacation rental industry. It has the distinction of being the first browser system in the industry, the first to provide online booking, tenant, owner access and to offer social media tools and is designed to be tailored to meet clients’ exacting needs. Barefoot is also the only system with a full Customer Relations program wrapped into the program which in effect makes it the only full service system in the industry. Founded in 1998, by leading technology and industry players, the “.NET platform” has become a standard for those who are trend setters in the industry and those who desire to dominate their market with unique functionality.

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