

FOR IMMEDIATE RELEASE

Alta Ski Area Partners With VacationRoost To Outsource Alta Vacations

Partnership to provide skiers with comprehensive vacation services

Salt Lake City, UT—August 24, 2010— Alta Ski Area today announced that it has partnered with VacationRoost, the leading provider of managed vacation rentals, to outsource its central reservations service on www.Alta.com. “Our goal is to help our guests plan their uniquely tailored visit to Alta and the Little Cottonwood Canyon area,” said Connie Marshall, Director of Marketing & Public Relations at Alta. “We are excited about partnering with VacationRoost to provide this important service to our guests. Their strong technology platform and experienced customer service agents will allow us to deliver this world-class service.”

Alta is one of the oldest ski areas in North America and each year receives record amounts of Utah’s famous “Greatest Snow on Earth”™. The partnership between Alta and VacationRoost will provide guests with one-stop vacation planning services, including the ability to book the widest selection of [vacation rentals and resort lodging](#) in the area, Alta lift tickets, equipment rentals, rental cars, ground transfers and airfare. Guests will be able to book these services online or with the assistance of a local customer service expert available 7 days per week.

“We are very proud of the opportunity to work with such an iconic brand in the Ski Industry as Alta,” said Julian Castelli, CEO of VacationRoost. “For decades, skiers have known about the fantastic terrain and experience they offer, and have done the leg work required to book their vacations to Alta. Our goal is to make that experience easier and more accessible to a broader audience so more skiers can enjoy the truly unique experience that is Alta. “

While VacationRoost.com provides online booking for vacation rentals in over 80 popular ski and beach destinations, the company’s roots grew from providing guests with lodging reservations in top ski resorts in the western US. VacationRoost will operate Alta Vacations on its Affiliate White Label platform, which allows them to provide a partner with complete website merchandising capabilities, online booking and full call center reservation services under the partner’s brand.

The new Alta Vacations program officially launches on August 25th, and can be found at www.alta.com.

About Alta Ski Area

Alta is one of the oldest ski areas in the U.S. and is best known for its legendary powder, with typically annual snowfall exceeding 540 inches (1372 cm). Located in Little Cottonwood Canyon close to Salt Lake City, Alta is widely respected in the ski industry for terrain that ranges from extremely challenging to terrain devoted to intermediate and beginner skiers.

About VacationRoost Inc.

With more than 100,000 vacation rentals in 84 beach and ski destinations across North and South America, VacationRoost.com offers the largest selection of professionally managed vacation homes and condos throughout its network of websites and affiliate partners. Travelers can search, compare and book their vacation rental online, or work with an experienced destination expert to find the perfect

spot for their vacation. Based in Salt Lake City, UT, VacationRoost's team of experienced travel professionals is committed to making booking a vacation rental as easy as booking a hotel room online.

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