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VACATIONROOST EXPANDS ITS SKI PRESENCE THROUGH ACQUISITION OF RESORT DESTINATION MARKETING ASSETS

Park City, UT—March 16, 2009. VacationRoost, the leading online marketplace for professionally managed vacation rentals, today announced that it has expanded its ski business by acquiring certain assets of Resort Destination Marketing(RDM) including Moguls Mountain Travel (Moguls). VacationRoost's dedicated ski brand – Mountain Reservations is already one of the leading distribution channels for the ski industry, and one of the top resources for full vacation planning services for skiers across North America. The addition of the RDM assets is expected to further enhance the leading position of Mountain Reservations and VacationRoost.

“RDM/Moguls has been a strong presence in the ski industry for many years. We are excited about the opportunity to combine their strong marketing programs and experienced agents with ours, and expect the combination to allow us to better serve our supplier partners and customer guests for years to come, ” said Julian Castelli, CEO of VacationRoost.

As part of the of the deal, VacationRoost will acquire several key RDM assets, including experienced sales agents, strategic supplier relationships and strong geographically-targeted web sites. “This business was very similar to our Mountain Reservations business,” continued Castelli, “so we are able to consolidate the two and get the benefit of their strengths while significantly reducing the costs of operating the two companies separately.”

“Just as importantly, we are happy that we were able to complete the transaction in a way that minimized disruption in the industry and allowed all of RDM's guests to complete their vacations with little or no inconvenience. This was a complicated deal that required strong cooperation between our team, the RDM team and many RDM



suppliers who all worked together very well in order to ensure this deal was done in a timely manner,” Castelli added.

The transaction was completed with an un-precedented degree of cooperation between many experienced veterans in the ski industry.

“Our goal from the outset, was to minimize disruption to the customer.” said RDM president Pat Quigley. “With the cooperation of Mountain Reservations, many of our long-time suppliers, and key project leaders Kristen Cherry and Cindy Nuqui, we were able to accomplish that goal.”

Resort Quest International CEO Park Brady added “We are glad that our partnership with RDM agents will continue under the Mountain Reservations brand. Our familiarity with Mountain Reservations and the strong financial backing that they have as a Company made us comfortable with supporting this transaction and helping to facilitate the transition.”

With more than 100,000 vacation rental units in 84 destinations across North America, VacationRoost.com offers the largest selection of professionally managed vacation rentals available on the Web. Travelers can search, compare and book their 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.

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