



FOR IMMEDIATE RELEASE

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VACATIONROOST PARTNERS WITH INNTOPIA FOR DIRECT CONNECT TO VACATION RENTALS

Partnership creates largest collection of online bookable supply in ski industry

Salt Lake City, UT—November 10, 2009. VacationRoost, the world's largest online marketplace for professionally managed [vacation rentals](#), announced that it has partnered with Inntopia to provide online booking and real time rates and availability through a direct-connect gateway linking the two companies' systems. The partnership is expected to create the largest collection of online bookable vacation rentals and resort properties in the ski industry.

Inntopia, based in Stowe Vermont, is a leading provider of travel technology and services to the ski industry, and its systems power over 30 resort central reservations platforms. With the new partnership, any supplier who currently uses the Inntopia extranet platform will have online connectivity to the VacationRoost distribution network, including its leading ski brand Mountain Reservations (www.mountainreservations.com).

"We are excited about our partnership with Inntopia" said VacationRoost CEO Julian Castelli. "Our goal is to provide our customers with real-time rates and availability and the ability to book vacation rental properties online. Many of our supplier partners already use the Inntopia platform, so this partnership makes it easy for them to participate in our online programs without any additional work."

Historically, online shoppers have not had access to online bookings for vacation rental properties, as the systems that communicate real-time rates and availability between suppliers and online travel agencies for traditional travel products like hotels and airlines were not designed to handle vacation rental inventory. VacationRoost is working to change this by building direct-connect gateways between its distribution platform and several supplier information systems. These direct-connect gateways now provide VacationRoost access to over 50,000 online bookable vacation homes and properties.

"VacationRoost's Mountain Reservations brand is one of the biggest names in the ski industry and is well known by our supplier partners," said Trevor Crist, CEO of Inntopia. "We are excited about the added value that this partnership will bring to our ski lodging partners immediately and look forward to partnering with VacationRoost in new markets as well."

ABOUT VACATIONROOST

With more than 100,000 beach, mountain, and [ski 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 destination 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 INNTOPIA

Inntopia is the leading supplier of destination travel technology for call centers and Internet-based applications. Inntopia provides its partners with fully integrated reservation solutions including a robust and flexible CRS, a dynamic packaging and pricing booking engine and a powerful supplier extranet. Its users include central reservation agencies, destination marketing organizations, resort associations, property management companies and tour operators. Owned by Sterling Valley Systems Inc., Inntopia is located in the destination resort of Stowe, Vermont.

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