## VacationRoost Launches New Brand for Professionally Managed Vacation Rentals

-New Site Also Highlights VacationRoost's White Label Reservations Programs-

Salt Lake City, Utah –June 28, 2011 – <u>VacationRoost</u>, the world's leading marketplace for <u>professionally managed homes, villas and condos</u> today launched a new website featuring the new <u>VacationRoost</u> brand and image. The site, <u>www.vacationroost.com</u>, features more than 150,000 professionally managed vacation rentals across North America, Hawaii, Mexico, the Caribbean and South America. The company plans to add European homes and villas to the site in Q3 of this year.

"<u>VacationRoost</u> has grown so much since the original site was launched, we felt that we needed to update our online presence to better reflect important parts of our business like the white label reservations platform and our travel agent offerings," said <u>Maile Keone</u>, <u>VacationRoost</u>'s VP of Marketing.

<u>VacationRoost</u> currently offers the largest collection of travel agent friendly, commissionable vacation rental product in the market and is actively increasing its travel agent business. The company also offers white label reservations programs for resorts and destination marketing organizations, and currently operates programs for Park City Mountain Resort, Alta Ski Area, Sun Valley Chamber of Commerce and many others.

"These are exciting times in the vacation rental space," commented <u>VacationRoost</u> CEO <u>Julian</u> <u>Castelli</u>, "One of our partners, HomeAway, has filed to go public and is creating a lot of excitement in the industry. We want to ensure our website properly reflects the unique value we offer to the consumer."

<u>VacationRoost</u> provides consumers with the ability to find a selection of vacation rentals and package them with air, car rentals and activities to create a tailored vacation package. VacationRoost was one of the first companies to bring online booking to the vacation rental industry and offers consumers and travel agents some of the most comprehensive customer support options available in the industry through its inmarket destination experts who help customers find the perfect vacation home.

## **About VacationRoost**

With more than 150,000 vacation rentals in 84 beach and ski destinations across North and South America, <u>VacationRoost.com</u> 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 vacation home for their vacation. Based in Salt Lake City, UT, <u>VacationRoost's</u> 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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For further information, please contact: VacationRoost Maile Keone press@vacationroost.com