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UTC Names Maile Keone, VacationRoost VP Marketing, Marketing Executive of the Year
–Acknowledgement of Key Executive Underscores the Strength of VacationRoost’s Marketing Growth and Success–

Salt Lake City, Utah – April 5, 2011 – [VacationRoost, the leading online provider of professionally managed vacation rentals](#), has received an acknowledgement that further underscores the strength of its growth and marketing leadership. The Utah Technology Council (UTC) honored VacationRoost’s VP Marketing, Maile Keone, as Marketing Executive of the Year at its Annual Members Meeting March 31, 2011 at Salt Lake’s Little America Hotel. Under Keone’s direction, VacationRoost has strengthened its presence in the vacation rentals market and has further expanded its user engagement in social-media venues such as Facebook and Twitter.

“Maile is a terrific marketing executive whose forward-thinking strategies and resourcefulness have been invaluable to our company,” said Julian Castelli, CEO of VacationRoost. “Her efforts have greatly enhanced the marketing capabilities of our team and have fueled the strong growth we have enjoyed in 2010 and 2011. We are extremely honored that her contributions are being recognized by the business community.”

“VacationRoost has established a strong foothold in the vacation rental market in the past few years,” said Maile Keone. “We intend to continue and increase this momentum with the addition of many social-media innovations and new programs in the seasons to come.”

Recipients of the award are nominated by fellow Utah Technology Council members and are chosen for their dedication to creating a collaborative business environment and fostering growth in Utah’s technology industry. Honorees received their awards at the Utah Technology Council’s Annual Members’ Meeting.

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 vacation home 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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