

FOR IMMEDIATE RELEASE



Kicking Horse Mountain Resort Enhances Central Reservation Services with VacationRoost
– New Service Features Real-Time Booking and Complete Travel-Planning Assistance–

Salt Lake City, UT—August 2, 2011 —Kicking Horse Mountain Resort and VacationRoost today announced their partnership in the operation of Golden Central Reservations/Kicking Horse Central Reservations effective August 15, 2011. The partnership will streamline the resort’s reservation process and provide complete travel-planning services which include air transportation, lodging, ground transportation, lift tickets, gear rentals and more.

“We are excited to leverage the power of VacationRoost’s Partner Services and White Label Central Reservations Platform to provide real-time online bookings, dynamic packaging and state-of-the-art customer service to our visitors,” said Steve Paccagnan, President and CEO of Kicking Horse Mountain Resort. “Their core strengths are an excellent match for the world-class service we provide. This partnership will be seamless to our guests.”

[VacationRoost](#) will operate the Kicking Horse Mountain Resort reservations program on its White Label Central Reservations Platform, which gives the resort complete website merchandising capabilities, online booking and full call center reservation services under their own brand.

“The chance to partner with such an exciting resort like Kicking Horse is a great opportunity,” said Julian Castelli, CEO of VacationRoost. “We operate central reservations for over 30 ski resorts so we look forward to bringing best practices from across the industry to Kicking Horse.”

About Kicking Horse Mountain Resort

Kicking Horse Mountain Resort is a world-class destination resort located 2.5 hours west of Calgary, nestled between the Purcell and Rocky Mountains in the heart of British Columbia, Canada. Winter offers a fully integrated mountain resort experience and the most progressive in-bounds skiing in North America. For more information please visit www.kickinghorseresort.com.

About VacationRoost Inc.

With more than 150,000 [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. VacationRoost’s team of travel professionals is committed to making booking a vacation rental as easy as booking a hotel room online.

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