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Apple Vacations Partners with VacationRoost to Offer an Enhanced Ski Vacation Program
– New Program Expanded to 23 Premier Ski Destinations–

Salt Lake City, UT— October 11, 2011—Apple Vacations and VacationRoost today announced their partnership in the launch of a new ski program effective October 10, 2011. The partnership will increase Apple Vacations current ski offering to 23 destinations across North America. The program provides consumers with a complete travel-planning solution, including air transportation, lodging, ground transportation, lift tickets, gear rentals and more.

"Apple Vacations is excited to offer a greatly enhanced ski program using the VacationRoost platform," said Apple Vacations President Timothy Mullen. "VacationRoost's leading-edge technology, ease of booking, expert destination knowledge and customer service made it an easy choice. We are already hearing positive feedback!"

[VacationRoost](#) will provide complete website merchandising capabilities, online booking and full call center reservation services under the Apple Vacations brand. The Company is able to provide customers with this service thanks to its extensive availability of ski destination inventory, its direct-connect technology that powers real-time availability and rates online, and its industry leading Destination Expert customer service team that ensures guests find the perfect ski vacation every time.

"Expanding Apple Vacation's ski program is something we are very excited about and is a great opportunity," said Julian Castelli, CEO of VacationRoost. "We look forward to being able to offer their customers the best ski vacations available in the industry."

About Apple Vacations

For more than 40 years, Apple Vacations, America's Favorite Vacation Company, has provided affordable, top quality vacation packages from U.S. departure cities nationwide to vacation destinations throughout Mexico, the Caribbean, Hawaii and Europe, as well as top ski resorts throughout the US. With the support of travel agents, Apple Vacations has delivered more passengers to Mexico and the Dominican Republic than any other North American tour operator. Apple Vacations is consistently voted Best Tour Operator to Mexico as well as Best Tour Operator to the Caribbean by readers of the leading travel trade magazines.

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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