FOR IMMEDIATE RELEASE



VacationRoost Partners with Mammoth Lakes Tourism

Partnership provides comprehensive vacation services to Town of Mammoth Lakes' official visitor's
 bureau –

Salt Lake City, UT— November 22, 2011 — VacationRoost and the Mammoth Lakes Tourism today announced their partnership to outsource their reservations services on www.visitmammoth.com, providing guests with one-stop vacation planning services, including the ability to book the widest selection of vacation rentals and resort lodging in the area, ski lift tickets, equipment rentals, ground transfers, rental cars, and airfare. Guests will be able to book these services online or with the assistance of a local customer service expert available 7 days per week.

"This partnership allows us to focus on our core competency of promoting the community and providing visitors with the best local and regional information," said John Urdi, Executive Director at Mammoth Lakes Tourism. "We are excited about VacationRoost's exceptional customer service and technology platform that will deliver full vacation planning services to our guests."

VacationRoost has a deep background in online booking for <u>vacation rentals</u> in over 80 popular beach and <u>ski destinations</u> and will operate the reservation services on its Partner Services platform, providing complete website merchandising capabilities, online booking and full call center capabilities under the Mammoth Lakes brand. "We are very excited about partnering with Mammoth Lakes Tourism to provide a world class travel planning service," said Julian Castelli, CEO of VacationRoost. "Mammoth Lakes is a wonderful place with a fantastic mountain resort for winter sports and a breathtakingly beautiful summer and fall season with the town serving as a gateway to Yosemite National Park."

The tourism bureau promotes Mammoth Lakes, California, home to the Mammoth Mountain Ski Area, which has more than 3, 500 acres of skiable terrain serviced by 28 lifts. The ski area boasts moguls, chutes and 7 terrain parks. With over 3,100 feet of vertical elevation peaking at 11,053 feet, Mammoth Mountain is known for its big mountain experience and long ski seasons. There are also plenty of summer activities including hiking, fishing, mountain biking, horseback riding, camping and the proximity of several national parks.

The new site officially launched on November 16th, 2011.

About Mammoth Lakes

The Town of Mammoth Lakes is located high in the Eastern Sierra Nevada Mountains of California, surrounded by two million acres of pristine wilderness. Mammoth Lakes is California's premier year round mountain destination. Year round world class dining, shopping, and hotels await. Mammoth Lakes is 5 hours from Las Vegas, San Francisco, and Los Angeles by car / bus, and has year-round flights from California's gateway cities. Skiing, snowboarding, fishing, hiking, golf, and high altitude training are all some of the many activities available for visitors to Mammoth Lakes. For more information, please visit www.visitmammoth.com

About VacationRoost Inc.

Based in Salt Lake City, Utah, VacationRoost's team of experienced travel professionals is committed to making booking a vacation rental as easy as booking a hotel room online. VacationRoost.com offers consumers the ability to book over 150,000 professionally managed vacation rentals online and to package them with air, car, and destination travel services. VacationRoost's Partner Services division provides partners with the ability to utilize the VacationRoost transaction platform to book vacation rentals and other travel products on their own sites and to offer their customers complete central reservation travel planning services. For more information, visit www.vacationroost.com.

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