

FOR IMMEDIATE RELEASE



VacationRoost Selected by Powder Mountain to Launch Central Reservation Services

– Partnership to provide comprehensive vacation services for ski resort guests –

Salt Lake City, UT— March 22, 2012 — VacationRoost and Powder Mountain today announced their partnership to launch a comprehensive central reservations service on www.powdermountain.com. The reservations platform provides Powder Mountain visitors comprehensive vacation planning services, with access to book the widest selection of vacation rentals and resort lodging, airfare, ground transfers, rental cars, rental equipment, and lift tickets. Guests are able to book these services through the resort's website or with the assistance of a local customer service expert available seven days per week.

"This partnership allows us to focus on what we do best, providing an exceptional resort experience for our guests," said Gregg Greer, Powder Mountain's CEO and "Ambassador of Stoke". "We are excited about the ability to deliver everything our guests need to plan their vacation to Powder Mountain with the help of VacationRoost's first-class customer service and technology platform."

VacationRoost has a deep background in online booking for [vacation rentals](#) in over 80 popular beach and [ski destinations](#) and will operate the Powder Mountain branded central reservation service on its Partner Services platform. The platform provides complete website merchandising, online booking, and full call center capabilities. "Powder Mountain is a local favorite here in Utah and offers one of the greatest ski adventure experiences in the world. We are very excited to partner with Powder to launch a platform that can make this great resort more accessible to a broader group of visitors," said Julian Castelli, CEO of VacationRoost.

The new site officially launched on March 16th, 2012.

About Powder Mountain

Powder Mountain Resort is located 19 miles from Ogden, Utah and 55 miles from Salt Lake International Airport. The resort offers over 7,000 acres of skiable terrain, 144 runs, snowcat skiing, powder country, backcountry tours, 2 terrain parks and lessons from the Burton 'Learn to Ride Center'. Readers of Ski Magazine consistently rate Powder Mountain #1 Value Ski Resort in North America. In addition to skiers, Powder Mountain welcomes snowmobile and motocross enthusiasts during the annual Snowmobile Hill Climb and Powder Mountain Motocross events.

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 package with air, car, and travel services. VacationRoost's Partner Services division provides partners with the ability to utilize the VacationRoost reservation 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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For further information please contact:

VacationRoost:

Maile Keone

888-337-6678

press@vacationroost.com