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VacationRoost Chosen by Ski the Rockies to Provide Booking Platform Services
– Partnership to provide comprehensive technology platform and related services –

Salt Lake City, UT— April 3, 2012 — VacationRoost and Ski the Rockies today announced the selection of VacationRoost Partner Services to provide online and offline reservations technology and operational services for Ski the Rockies. The reservations platform and associated services provide Ski the Rockies the ability to focus on marketing their company and providing clients with exceptional sales and customer service. VacationRoost will provide all technology, supplier contracting and operational services. Ski the Rockies will be accessing a tremendous depth and breadth of products and services by partnering with VacationRoost. Customers are able to book through the Ski the Rockies website or with the assistance of Ski the Rockies expert sales and service agents.

“This partnership allows us to focus on what we do best, providing an exceptional sales and service experience for our customers,” said Shari Winter, Ski the Rockies President and CEO. “We are excited about the ability to deliver everything our customers need to plan their ski vacation, while viewing real time availability. All of us at Ski the Rockies look forward to using VacationRoost’s exceptional operations services and technology platform.” Ownership of Ski the Rockies remains with Karl and Shari Winter. This change will only impact the Ski the Rockies and Daman Nelson FIT brands. Winter Ski and Sport will continue to operate as it is today with its own technology, supplier contracting and operations.

VacationRoost has a deep background in booking [vacation rentals online](#) in over 80 popular beach and ski destinations and will provide Ski the Rockies with complete support utilizing its [Partner Services platform](#). The platform provides complete tour operator back-end services with website merchandising, online booking, and full call center capabilities. “Ski the Rockies has a great reputation for providing exceptional ski products and services for over 27 years. We are very excited to partner with them to launch a platform that can help them expand and grow their business, while at the same time lowering costs” said Jim Barsch, SVP Technology & Partner Services at VacationRoost.

Ski the Rockies will officially move onto the new platform on April 23, 2012 for reservations beginning on May 1, 2012.

About Ski the Rockies

Founded by Shari & Karl Winter in 1984, Ski the Rockies specializes in customized ski and snowboard vacations. “The customized package model, helps us maintain the client relationship we want to help us sustain and grow our business” said Shari Winter. “Ski the Rockies also takes pride in keeping pace with technology while maintaining the personal relationship with the client. This partnership allows us to take the next step without compromising the commitment to client relationships and offering outstanding skier related services and products.” Ski the Rockies is part of a company group, consisting of Ski the Rockies, Winter Ski and Sport and Daman Nelson Travel. The companies are debt free and on solid financial footing.

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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