

FOR IMMEDIATE RELEASE



SnoCountry Chooses VacationRoost to Provide Comprehensive Vacation Services

– Partnership offers full vacation planning services –

Salt Lake City, UT— September 26, 2012 — SnoCountry Ski Areas Association and VacationRoost today announced their partnership to provide a vacation planning resource on Snocountry.com.

The partnership will provide SnoCountry’s website visitors with one-stop vacation planning services, including the ability to book the widest selection of vacation rentals, hotels, lift tickets, equipment rentals, ground transfers, rental cars, airfare, and various vacation activities. Guests will be able to book these services online or with the assistance of a local customer service expert available seven days per week.

“We are very excited to extend the marketing reach of our member resorts who participate with VacationRoost to offer visitors at SnoCountry.com this valuable resource,” said Tom Cottrill, president of SnoCountry Ski Areas Association. “Our partnership with VacationRoost further positions SnoCountry.com as the internet’s most complete and up-to-date source for resort snow conditions, news, weather, events and activities, and now vacation services.”

VacationRoost has a deep background in online booking [specialty lodging and vacations](#) for over 80 popular beach and [ski destinations](#). The services will be operated on its Partner Services platform. Complete website merchandising capabilities, online booking, and full call center capabilities will be provided under the SnoCountry brand.

“We look forward to providing SnoCountry the best available vacation services to share with their customers,” said Julian Castelli, CEO at VacationRoost.

About SnoCountry Ski Areas Association

SnoCountry is a not-for-profit member-based trade organization formed in 1968 with a mission to aggregate and disseminate ski resort information for consumers and media. SnoCountry provides current snow conditions, weather, photos, videos, and informative news articles and feature blogs, event listings, and more. SnoCountry also broadcasts more than 95,000 snow reports on more than 500 stations across the country every season, reaching millions of listeners to *inform* hard-core participants, *motivate* casual visitors and *activate* first-time skiers and riders to get them on snow to enjoy and develop a passion for winter sports.

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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