

FOR IMMEDIATE RELEASE



GoBreck Selects VacationRoost to Operate Breckenridge Central Reservations

– VacationRoost to provide comprehensive vacation planning and reservation services for town’s official visitor’s bureau –

Salt Lake City, UT — August 26, 2013— VacationRoost and GoBreck (Breckenridge Resort Chamber) today announced their partnership to outsource the Breckenridge Central Reservations which is owned and operated by GoBreck, the official destination marketing organization for the Town of Breckenridge, Colorado. The new partnership provides guests with one-stop vacation planning services, including the ability to book the widest selection of Breckenridge hotels, vacation rentals, condo’s and other lodging in the area, as well as ski lift tickets, equipment rentals, ground transfers, rental cars, optional activities and airfare. Guests can book these services online or with the assistance of a local sales expert available 7 days per week.

“This partnership allows GoBreck to better focus on its core strength of promoting and marketing Breckenridge as a world-class destination resort,” said John McMahon, President/CEO of GoBreck. McMahon added, “VacationRoost’s core strength is to provide a world class reservations service utilizing the latest technology. Because of VacationRoost’s exceptional customer service, sales training, operations and technical expertise, it will be even easier for our guests to plan their dream vacations to Breckenridge.” Andru Zeiset, Chairman of GoBreck said, “Ultimately, we feel that our organization will be able to reduce expenses while member properties will receive even more business through GoBreck as a result of this partnership.”

VacationRoost has a long history operating sales and reservation service programs in ski and mountain destinations. The partnership utilizes VacationRoost’s Partner Services platform, which allows partners to capitalize on both world class online travel planning capabilities and VacationRoost’s industry leading call center services with local in-market Destination Experts available 7 days per week, all of which will be provided under the GoBreck.com brand.

“We are very excited about partnering with GoBreck to operate the Breckenridge Central Reservations for the town,” said Julian Castelli, CEO of VacationRoost. “Breckenridge Central Reservations has been one of the most successful central reservations groups in the ski industry, and has provided the Breckenridge lodging community with a valuable distribution channel for over 20 years. We are honored that GoBreck has chosen VacationRoost to continue this strong tradition of service, and we look forward to growing this channel for many years to come.”

The GoBreck Board of Directors reached a unanimous decision to outsource Breckenridge Central Reservations to VacationRoost, as recommended by a special Central Reservations Ad Hoc Committee. The Breckenridge Marketing Advisory Committee (BMAC) also supported the action. The partnership is expected to take effect mid-October, with a town hall meeting for local business partners the week of

September 9th. It is expected that the transition will be seamless to guest making reservations with GoBreck.

Known as one of the best family resorts in America, Breckenridge is perennially one of North America's most visited ski resorts. With the highest peak elevation in North America at 12,998 feet, the resort spans 2,358 skiable acres. Located in Summit County, Colorado, Breckenridge is a historic mining town that was settled by aspiring miners and merchants in the summer of 1859 after gold was discovered in the area. The ski resort officially opened in December of 1961 with one double chairlift and a T-bar. Over 50 years, later Breckenridge boasts 30 lifts and 155 trails spanning over four mountain peaks across the Ten Mile mountain range. New for 2013-14 ski season is Peak 6, the biggest resort expansion in the last decade.

Made famous by consistent winters and outstanding snow conditions, Breckenridge is now a year round destination. Visitors are drawn to Breckenridge in the summer by its myriad of outdoor activities such as rafting and the phenomenal hiking options supported by massive peaks like Quandary Peak. The heart of the Breckenridge is the town itself and the community that lives there, as well as the historic Main Street area that spans over a mile in length and is filled with historic buildings, museums, restaurants and shopping options.

About Breckenridge Resort Chamber

GoBreck is the destination marketing organization for the Town of Breckenridge. For more information please visit www.GoBreck.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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