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# VacationRoost Group Expands Beach Business with the Acquisition of Hawaiian Beach Rentals and Vacation Rental Agent

Transaction Gives VacationRoost Leading Position in Hawaiian Market and Enhances Supplier Tools

### Salt Lake City, UT—September 4, 2013

VacationRoost Group Inc. ("VGI"), the parent company of VacationRoost Inc. today announced the acquisition of Hawaiian Beach Rentals (<a href="www.hawaiianbeachrentals.com">www.hawaiianbeachrentals.com</a>), a leading provider of private vacation rental homes in Hawaii, and Vacation Rental Agent (<a href="www.vacationrentalagent.com">www.vacationrentalagent.com</a>), a cuttingedge vacation rental marketing and booking software platform.

Salt Lake City based <u>VacationRoost</u> is driving the charge to make booking vacation rentals as easy as booking a hotel room through its Vacation Home Reservation Network. VacationRoost's platform allows customers to shop for and book vacation rentals online with all the comfort and security that they are used to having when shopping for a hotel through a traditional online travel agent (OTA). In addition to booking vacation rentals online, customers can also package vacation homes with cars, airline tickets, ground transportation, and local activities. This premium online experience is supplemented with VacationRoost's Destination Experts, who are available to help customers find the perfect vacation rental for their vacation and to offer local expertise on the best activities, restaurants, and places to visit in each destination.

"We are very excited about the combination with Hawaiian Beach Rentals and Vacation Rental Agent," said Julian Castelli, chief executive officer (CEO) of VacationRoost and VacationRoost Group Inc. "The vacation rental industry is growing rapidly, and Hawaii is one of the most attractive markets with its strong year-round demand and incredible vacation offerings. We look forward to bringing this fantastic collection of vacation homes to our customers and providing our vacation rental suppliers with the expanded distribution and marketing tools that Vacation Rental Agent offers."

The deal presents both companies with unique opportunities. As the leader in the Hawaiian vacation rental market, Hawaiian Beach Rentals will benefit from VacationRoost's industry-leading vacation rental e-commerce and reservations platform, innovative Destination Expert program, and expanded customer base. The combination expands VacationRoost's beach business significantly and gives the company a valuable tool set for providing vacation rental owners and managers with expanded distribution, yield management tools, and reservation services. Hawaiian Beach Rentals has been providing access to high-end Hawaiian vacation rentals for over 10 years, helping over 50,000 guests book their dream vacations. With more than 5,000 unique vacation homes throughout the islands, Hawaiian Beach Rentals is the leader in Hawaiian vacation rentals. The Hawaiian Beach Rentals brand will operate under the VacationRoost family of brands at www.hawaiianbeachrentals.com.

"We are excited to join VacationRoost and build on the foundation we've created as the premier vacation rental provider in the Hawaiian market," said Jeff Berzolla, founder and CEO of Vacation Rental Agent and Hawaiian Beach Rentals. "Our companies share a passion for allowing travelers to talk to local experts about their trip and then providing them with world-class technology to book and coordinate all the details of their vacation. We will now be able to offer our customers ski and beach options worldwide and retain the personal touch our customers have grown to love. The combined companies will have over 65 Destination Experts ready to help our customers create amazing vacations."

The acquisition represents a major step towards VacationRoost's goal of being the leading vacation rental reservation company. Following major investments to optimize its technology and service delivery platform and perfecting it in its core ski and mountain markets, the company has recently made investments to expand its presence in warm-weather destinations such as Florida and Mexico. With the acquisition of Hawaiian Beach Rentals, VacationRoost becomes one of the top booking generators for beach vacation rentals in addition to its established and leading role in the ski vacation industry.

#### **About Hawaiian Beach Rentals**

Hawaiian Beach Rentals is a full-service Hawaiian vacation rental marketing and booking company that provides customers with access to local experts to help book the perfect Hawaiian vacation. It offers information on affordable and luxurious vacation homes in Hawaii as well as local tips on activities, attractions, beaches, nightlife, and restaurants. Its goal is to help travelers find the most outstanding places to stay in Hawaii including homes, villas, beach houses, and condos on any island.

#### **About Vacation Rental Agent**

Vacation Rental Agent is a web-based software platform that allows owners and property managers to market, distribute, book, and manage their vacation rentals. The company's goal is to provide outstanding products and service to owners, property managers, and travelers in the vacation rental industry.

#### **About VacationRoost Inc.**

With more than 150,000 vacation rentals in 150 beach and ski destinations across North and South America, VacationRoost offers the largest selection of professionally managed vacation homes and condos throughout its network of websites and affiliate partners. Travelers can search, compare, and book their vacation rental online or work with an experienced Destination Expert to find the perfect spot for their vacation. 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. For more information, visit www.vacationroost.com.

## **About VacationRoost Group Inc.**

VacationRoost Group, Inc. was formed in 2007 and owns leading vacation rental companies VacationRoost Inc., Hawaiian Beach Rentals and Vacation Rental Agent.

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