



FOR IMMEDIATE RELEASE

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**VACATIONROOST.COM LAUNCHES AS MOST COMPREHENSIVE
MARKETPLACE FOR “PROFESSIONALLY MANAGED” VACATION
RENTALS**

*VacationRoost Helps People Upgrade Their Stay with More Than 100,000 Vacation
Rental Homes, Condos, Villas across U.S., Caribbean, Mexico.*

PARK CITY, Utah (Oct. 14, 2008) – People seeking to upgrade their vacation with a private home versus a cramped hotel room can now rejoice. Addressing travelers’ needs for a single Web site to search, shop and book vacation rental properties, VacationRoost.com today launched publicly as the most comprehensive online marketplace of professionally managed vacation rental homes across North America.

The new VacationRoost.com helps travelers find the perfect rental based on their specific needs and budget, whether it’s a posh vacation home on the slopes or a family-friendly beach hideaway. The site currently offers more than 100,000 rental properties in 84 of the most popular vacation destinations across the Western Rockies, Eastern beach markets, Caribbean and Mexico, with more properties and destinations being added weekly. VacationRoost.com’s rental inventory includes private homes, luxury villas, sophisticated condos, cozy cottages and more.

“Nearly half of Americans today are comfortable booking their travel online, but vacation rentals have been left behind because there hasn’t been a centralized online marketplace where people can shop and book them,” said Julian Castelli, VacationRoost.com CEO. “That’s why VacationRoost.com was built; to give consumers the easiest access to a broad inventory of quality vacation rentals in the most desirable vacation destinations. Plus, our innovative Web site and customer service model matches consumers with their ideal property online, and then gives them easy phone access to a Travel Specialist familiar with the destination and property so they can learn more.”

The vacation rental business is booming as families, groups and friends realize that the true secret of a vacation rental means they get more space, separate bedrooms, privacy, and a place to cook meals and congregate - all for the same or less than the cost of multiple hotel rooms.

By offering only professionally managed vacation rental properties on VacationRoost.com, travelers get to enjoy their vacation without worrying about logistics. Unlike the inconsistent and sometimes frustrating experience that can come with “Rent by owner” vacation homes, VacationRoost.com customers get hotel-like amenities such as professional check-in and cleaning services, 24/7 service and maintenance, and the ability to book their rental from a reputable source using a credit card.

“All VacationRoost.com properties are managed by on-site professionals to ensure our customers have a hassle free and enjoyable vacation experience,” adds Castelli.

VacationRoost.com was founded by Mountain Reservations, Inc., one of the largest suppliers of ski rental homes, which has booked over \$200 million in vacation rentals and related services since it was started in 2001. With VacationRoost.com, Mountain Reservations is applying what it has learned from serving the ski vacation rental market to other vacation categories like beach and outdoor.

Thanks to a near decade of success with Mountain Reservations, VacationRoost.com launches with the most experienced customer service team in vacation rentals. The company has 100 Travel Specialists who have helped more than 60,000 families find the perfect home for their vacation, backed by a management team that’s been on the forefront of the Internet revolution.

About VacationRoost.com

VacationRoost.com is a consolidated online marketplace where travelers can search, shop and book the largest selection of professionally managed vacation rental properties. With over 100,000 vacation rental units in 84 locations across the western Rockies, eastern beach markets, Caribbean and Mexico, VacationRoost.com helps travelers find the perfect rental based on their specific needs and budget. By bringing decades of experience in the online travel and vacation rental industry to VacationRoost.com, the executive leadership and team of 100 Travel Specialists have enabled the Company to revolutionize the industry. VacationRoost.com is an operating business of Mountain Reservations Inc. For more information, go to www.vacationroost.com.