



MEDIA CONTACTS:

Amy Larson
Kruzic Communications, Inc.
Ph: 303-329-6229
amy@kruzic.com; www.kruzic.com

John Quigley, Senior Vice President
The Silvertree Hotel
Ph: 970-923-8210
jquigley@silvertreehotel.com
www.silvertreehotel.com

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FOR IMMEDIATE RELEASE

The Silvertree Hotel Launches New Website

Easy and Quick Navigation, Customer-Focused Information and Great New Look!

March 4, 2010, Snowmass, Colo., ... It may be the same URL at www.silvertreehotel.com, but the new Silvertree Hotel website has been completely re-designed with nothing but the customer in mind. In today's fast-paced climate, there is no more valued commodity than time. Understanding the priority of time for all of its customers, the new website has been designed to provide all necessary information for both leisure and group business with just a few navigational clicks.

Website Highlights:

1. The "Home Page" provides an immediate Lodging Search option (incorporated on all pages), complete with highlights of the latest special offers and sales. In addition, major events are posted visibly on the home page with images and links for more information.
2. "Rooms and Suites" takes you immediately into images and descriptions of each available guestroom and suite. The suites section also includes running slide shows.
3. "Premier Location" promotes the property's ski-in/ski-out appeal, and also includes vital information such as a daily Snow Report, a daily Weather Report and Forecast, Live Web Cams and detailed directions in the Getting Here section.
4. "Meet With Us" is designed for group planners, including meeting planners, wedding planners and ski groups. A detailed Facilities Guide includes an easy-to-read chart with details on each individual meeting space (indoors and out), as well as easy links to room images set up for different sized groups and events.

According to John Quigley, Senior VP at The Silvertree Hotel, “We believe our new website design connects immediately with our guests and at the same time remains true to our brand. As a leading property in Snowmass Village, the site incorporates the warm and welcoming ambiance that entices our guests to return year after year.”

Designed by Jerry Nichols and Resort Technology Partners, the site is easy to use, offering immediate access to information and images. Continues Quigley, “Just like the Silvertree experience, it’s all about connecting our guests with a premier, but comfortable product without wasting one minute of their valuable time.”

Simply click on www.silvertreehotel.com to explore the new site and experience simple navigation at its finest.

The Silvertree Properties in Snowmass, Colo., include The Silvertree Hotel, Wildwood Lodge, Village Property Condominiums and Villas at Snowmass Club. Ninety five percent of all accommodations are ski-in/ski-out and within easy walking distance of Snowmass Village’s shops, restaurants, bars and nightclubs. More than 42,000-square feet of state-of-the-art flexible meeting space are available. For additional information on The Silvertree Properties, visit www.silvertreeproperties.com.

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