

**New England's Fabled Ski Resort Welcomes the Dawn of a New Day with the Highly-Anticipated Opening of Stowe Mountain Lodge, Spa and Cooper Wellness at Stowe Stowe's First Luxury Resort Hotel to Open in Over 50 Years will Make its Grand Debut in April**

**Stowe, Vt. (November 15, 2007)** – In April 2008, Destination Hotels & Resorts will unveil the new Stowe Mountain Lodge, New England's most highly-anticipated year-round resort hotel experience. The opening of Stowe Mountain Lodge is the culmination of fifteen years of careful planning and collaboration, and an effort to restore Stowe to its reputation as the "grande dame" of eastern skiing, a status attained during the 1950's and 60's. In 1992, Mt. Mansfield Company, the operator for Stowe's ski resort, sought to create a plan for snowmaking improvements, and eventually the addition of a new alpine neighborhood at the base of Spruce Peak mountain, that would help to bring Stowe back into the forefront of luxury travel and provide visitors with new activities and accommodations for all four seasons of the year. Keeping with the Vermont traditions of environmental stewardship and protecting natural resources, Mt. Mansfield Company worked with a collection of twenty organizations, including state government agencies, environmental activism groups, and representatives from the local community to create a plan for a new \$400 million development, that would incorporate design, construction and maintenance techniques to enhance quality of life, maximize energy efficiency, and further connect the community with the environment. Set to open as the long-awaited centerpiece of this new Spruce Peak at Stowe alpine neighborhood, Stowe Mountain Lodge will offer 139 guestrooms, 34 fractionally-owned units in the Front Four Private Residences, a 21,000 square foot spa, Cooper Wellness at Stowe, an 18-hole Bob Cupp mountain golf course and access to limitless on-mountain recreational options. "With the addition of Stowe Mountain Lodge to its landscape, Stowe is destined to become not only the greatest resort in New England, but the preeminent luxury mountain resort experience in the United States," say James Horsman, Vice President and Managing Director for Stowe Mountain Lodge. "Our extraordinary staff, who we have brought together from the finest luxury hotels in the world, will create the highest level of personalized service and a truly bespoke experience for each of our guests, so that they will continue to visit Stowe every season of the year, and for many years to come." ***A New Vermont-Alpine Aesthetic*** The new resort hotel, which was built in the "Vermont-Alpine" aesthetic, comes to life in a unique style that is reminiscent of the early 20th century summer camps and family estates of the northeast. The lodge's exterior features a picturesque façade of woven timber and shingles that draw upon the natural harmony found in nature, as well as stone veneer created from local quarries, and expansive glass to bring the beauty of the lodge's outdoor surroundings to the indoors. The interior design incorporates a color palette of the local seasons – vibrant reds, deep oranges, warm yellows and soothing greens. These warm tones, plush furnishings and soothing amenities dot the interiors, which are used as a showcase for Vermont's most renowned artisans and craftspeople, including glassblower Simon Pearce, furniture maker Charles Shackleton, pottery maker Miranda Thomas, artistic woodworker Parker Nichols, blacksmiths from Hubbardton Forge and several local painters. Guests of Stowe Mountain Lodge will delight in exclusive amenities and luxurious offerings at Stowe Mountain Lodge, including: ***The Alpine Concierge™*** The distinctive Alpine Concierge program is designed to offer each guest an unsurpassed level of customized service and personalized attention. The Alpine Concierge staff creates a personal profile for each and every guest, which tracks all preferences and unique requests. These profiles allow the Alpine Concierge staff to create an exceptional service experience for each guest during their current and future visits to the lodge. To introduce this program, the Alpine Concierge contacts each guest prior to their arrival and offers them any assistance with their travel plans and itineraries for their visit, including unusual needs they may have for the set-up of their rooms, pre-stocking of refrigerators with favorite

snacks, purchasing of outdoor gear, and other personal requests. They then remain in constant communication with the guest both before and during their stay, so that all of the guest's wishes and needs are fulfilled without ever having to lift a finger. ***The Spa at Stowe Mountain Lodge***The Spa at Stowe Mountain Lodge journey begins in the "healing lodge," a private water sanctuary integrating an herbal steam chamber, Jacuzzi pool, dry sauna, and cooling rain shower designed to encourage relaxing and unwinding. Two harmony rooms are available for music therapy, with reclining "sound chairs" equipped with sound transducers that allow dimensional music to pour directly into the body, inducing the deepest relaxation, lowering blood pressure, reducing stress, relieving pain, and promoting better sleep. Therapeutic facials, massages and body treatments reflect the changes that occur in New England's four seasons, enabling guests to attain balance in the winter, heal in the spring, rejuvenate in the summer and detoxify in the fall.

Cooper Wellness at Stowe is a unique experience endorsed by the Dallas-based Cooper Aerobics Center. Guests who seek better health, personal well-being, and relaxation on a long-term basis can take advantage of special programs and seminars focusing on healthy lifestyle choices. In addition, a team of Cooper experts, including personal fitness trainers, nutrition counselors and behavior coaches, are on hand to evaluate each guest's current physical state and wellness goals to create dietary and fitness plans for the future. Boston-based celebrity hairdresser Mario Russo has partnered with The Spa at Stowe Mountain Lodge to create his first Salon Mario Russo outside of the city, offering customized hair, nail and makeup services, as well as an onsite bridal specialist. ***Stowe Mountain Club Golf Course***Lodge guests will have the exclusive opportunity to enjoy the new Stowe Mountain Club, a breathtaking 18-hole, par 72 championship golf course created by Jack Nicklaus protégée Bob Cupp. A true "wilderness" course, winding dramatically along the lower reaches of Mount Mansfield and Spruce Peak to an elevation of more than 1800 feet, Stowe Mountain Club offers stunning vistas and a rare opportunity to come into contact with the bears, foxes, moose, birds and other wildlife who call the course their home. Stowe Mountain Club was designed as an environmentally-conscious project, and was recently awarded Audubon Signature Sanctuary Certification, a prestigious credential from Audubon International. ***Roll Out of Bed, and Onto the Slopes***Truly a ski-in/ski-out hotel, Stowe Mountain Lodge is located at the base of Spruce Peak mountain, and adjacent to the new Over Easy Transfer Gondola, connecting sunny Spruce Peak to mighty Mt. Mansfield.

A wintertime ski valet service, available through the Alpine Concierge, allows guests to ship their ski and snowboard equipment from home and have it waiting for them when they arrive. "Ski sherpas" heat guests' boots, tune equipment and bring everything right up to the chairlift or gondola, so that the guests can begin their day on the mountain without any hassles. Lift tickets, lessons, rentals and demo equipment will all be secured in advance, making long waits in ski resort lines a thing of the past. ***Reconnecting with the Great Outdoors*** An in-house naturalist offers a series of programs to take advantage of the lodge's incredible surroundings. Families may discover wildlife habitats on a guided mountain safari, and children can learn to love their vegetables through visits to local organic farms where they will tour the grounds on tractors, pick fresh ingredients right out of the ground, and enjoy the fruits of their labor at a custom-cooked dinner in the lodge's artisan-inspired restaurant. Stowe Mountain Lodge has also partnered with Orvis to develop outdoor adventure packages that encourage families to reconnect through activities like fly fishing and kayaking. ***Environmental Efforts***At the center of the only mountain resort in the United States to have been awarded Audubon International's sustainable community award, Stowe Mountain Lodge was built using eco-friendly practices and maintains a commitment to environmental stewardship through operational practices. Some examples of the lodge's environmental efforts include: low flow shower heads and toilets; compact fluorescent light bulbs in all guest rooms; recycling bins available for guest use in rooms; use of eco-friendly cleaning products by housekeeping staff; in-room paper products (notepads, etc.) printed on

recycled paper; bamboo sheets and towels made from organic cotton; recycling program for all bath products and containers; and motion detectors in public spaces to determine needs for heating, air conditioning and lighting. ***Artisan-Inspired Cuisine*** Vermont is New England's most venerated location for farm fresh produce, heirloom grains and local craftsmanship, and Stowe Mountain Lodge has partnered with the Vermont Fresh Network and Chefs Collaborative, two non-profit organizations that work to promote small farms and connect local farmers with area restaurants, to create a dining experience that is unique to the area. Guests of Stowe Mountain Lodge will have several dining options, including a 190-seat restaurant; a bar featuring regional microbrews, designer cocktails and rare wines by the glass; 24-hour in-room dining; a take-out café for guests on the go; and poolside cuisine during the summer season. All dining venues will offer seasonal and sustainable cuisine, with food sourced from local farmers, cheesemakers and other artisans, as well as boutique wineries, whenever possible. ***Meetings and Social Events*** Indoor and outdoor meeting and social event venues will accommodate up to 450 guests.

Indoor space includes four multi-function rooms – Oak (Boardroom), Alder, Sugar Maple and Mountain Birch – each measuring 650 square feet; and the 5,400 square foot Tamarack Ballroom. The Tamarack Ballroom offers floor-to-ceiling windows and dramatic mountain vistas. Outdoor event space includes the 1,530 square foot Tamarack terrace overlooking Mt. Mansfield, and a firepit for marshmallow roasting. All of Stowe Mountain Lodge's function rooms were named after trees found in Vermont, and designed to encourage creative and strategic thinking with state-of-the-art audiovisual equipment, plasma screens, wireless high-speed internet, ergonomic furniture and natural lighting. "We like to say that the Stowe Mountain Lodge experience is in the midst of nature, and the height of luxury," adds Horsman, "and we are proud to be the very first resort hotel of our kind in the northeast." Opening rates for Stowe Mountain Lodge start at \$435 per night. For more information, please contact Stowe Mountain Lodge at 802-253-3560 or visit online at [stowemountainlodge.com](http://stowemountainlodge.com)