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NORTHSTAR-AT-TAHOE™ RESORT WINS CALIFORNIA TOURISM MARKETING EXCELLENCE AWARD IN E-COMMERCE

TRUCKEE, Calif. – March 16, 2007 – *Northstar-at-Tahoe* Resort was awarded the prestigious California Travel and Tourism Commission (CTTC) award for Marketing Excellence in the area of E-Commerce at the organization's annual tourism conference held in Sacramento on March 13, 2007. Out of 25 statewide entries all involved in promoting California tourism, *Northstar*™ Resort was selected as the winner.

Northstar Resort's entry, *Northstar*™ *Interactive*, available online at www.NorthstarAtTahoe.com, is an innovative, measurable online campaign that invites guests to share their experiences at the resort and stay updated with relevant information they desire. *Northstar Interactive*'s three elements include:

Seeing-is-Believing: [Daily Video Report](#), [Interactive Trail](#) & [Village Maps](#)
Beyond the Browser: [Tahoe Alert](#), [RSS](#), [GPS Digitized Trail Maps](#)
The People's Web: [Guest Videos](#), [MySpace](#), [Northstar Resort blog](#)

Seeing-is-Believing and everybody loves to watch action sports narrated with enthusiasm. The Daily Video Report is delivered by the resort's snow reporter who could, for example, be riding through the trees on a powder day. This allows the guest to see and hear for themselves what conditions are like on the mountain. The Daily Video Report includes links to webcams, conditions, the forecast, a podcast subscription (via iTunes or RSS Reader) and a [URL for mobile devices](#).

The Interactive Trail Map includes 360 degree pans, short-clip videos, and real-time grooming and snowmaking information through one of the most popular visual aids on the Internet – a map. The Interactive Village Map organizes an immense amount of information into an online visual, rich with images and information. Seeing-is-Believing invites customers to search, play, sign-up to receive updates, and plan their trip to *Northstar-at-Tahoe* Resort prior to arrival.

Beyond the Browser challenges e-newsletters as an opted-in direct marketing channel. Guests are invited to register, download, and sign-up to receive *Northstar* Resort's Tahoe Alert, a branded desktop application (BDA), Real Simple Syndication (RSS) feeds and digitized trail maps available for GPS devices.

The Tahoe Alert is a mini-desktop application that provides an audio alert when new snow has fallen or lodging deals are offered. This opt-in channel rewards loyal guests who would like to be the first to know about special offers with deals, the daily snow report, webcam images and unique micro-forecasting weather technology drilled down to the specific mountain location.

RSS allows guests to decide what content they want, when they want it, by subscribing to the resort's daily video report, snow report, press releases and events. When new content is published to the web, *Northstar* Resort guests can read it immediately on their own personalized web page.

A fun, family game of geocaching on the mountain can also be enjoyed by all using the resort's digitized trail maps downloadable to a Garmin® or Magellan® global positioning system (GPS) device.

Perhaps the most engaging component of *Northstar Interactive* is **The People's Web**. *Northstar Interactive* invites skiers, snowboarders and other winter enthusiasts to vote, post, share, upload, comment, and blog. Guests are invited to participate with real-time collaboration tools including a webpoll for uncensored voting, Guest Video Sharing, MySpace, and the *Northstar* Resort blog.

Guest Video Sharing invites guests to upload their home videos shot while they were at *Northstar* Resort to the web, whether they are parents with kids learning to ski, or teens riding the rails in the resort's terrain parks.

"We wanted to engage guests and get them to come back to NorthstarAtTahoe.com not only to help plan their next trip to the resort, but to provide a meaningful way for them to be entertained and to share their experiences," said Colleen Dalton, E-Business Marketing Director, Booth Creek Ski Resorts, Inc. "Loving snowsports transcends all ages and demographics. The People's Web is the embodiment of brand passion and involvement. *Northstar* Resort's Interactive Team and our vendor partners are very proud to be the recipients of the California Tourism Marketing Excellence Award for Best E-Commerce. Our goal is to continuously raise the bar for online marketing excellence."

About *Northstar-at-Tahoe* Resort

Northstar-at-Tahoe Resort is becoming one of the finest year-round destination mountain resorts in North America, offering snow sport activities including alpine skiing, snowboarding, cross-country skiing and tubing. With 79 trails spread across 2,480 acres, world-class terrain parks, and the new *Village at Northstar*™ featuring shopping, dining and a 9,000 square foot ice rink, *Northstar* Resort is fun for all.

Northstar-at-Tahoe Resort is located on Highway 267, just six miles north of Lake Tahoe and six miles south of downtown Truckee. For more information on *Northstar* Resort, call 1-800-GO-NORTH™ (1.800.466.6784) or visit NorthstarAtTahoe.com.

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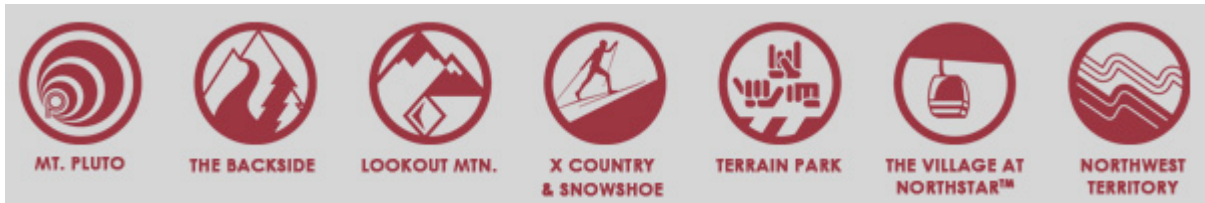
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