



December 30, 2008

FOR IMMEDIATE RELEASE

TWO THOUSAND AND EIGHT AT THE RIMROCK RESORT HOTEL Home to Five Diamonds in Western Canada

BANFF, AB, CANADA – With 2009 imminent, December is an ideal time to reflect on significant events from a year gone by. The Rimrock Resort Hotel (Rimrock) has embraced each milestone and event, in its fifteenth anniversary year of business, with success. Respective world-wide publications and television programs have awarded and praised the Rimrock for its mountain-side location; sizeable guest rooms; award-winning services, staff, and cuisine; and eco-friendly initiatives.

The Rimrock has consistently ranked favourably with such consumer polls as Condé Nast Traveler's Gold List, Readers' Choice Awards, and Top 50 Ski Hotels in North America; Travel + Leisure magazine's World's Best Awards; Smart Meetings' Platinum Choice Award; and Expedia's Insiders' Select List.

The Rimrock's new Executive Chef, Ralf Wollmann, is extremely pleased for the Rimrock to be home to Western Canada's only AAA/CAA Five Diamond fine dining room, Eden, and Wine Spectator's "Best of Award of Excellence." The Rimrock's staff and management have worked diligently to uphold these accolades since Eden's first Five Diamond award in 2004 and "Best of Award of Excellence" in 2000. Eden is one of only seven restaurants in Canada to be honoured with AAA/CAA's Five Diamonds, and offers guests fine dining, attentive service, and expansive views of Banff.

Recognizing the responsibility we have both globally and locally, the Rimrock's management and staff is committed to the preserving the environment. The Rimrock has developed a number of programs to *Reduce, Reuse* and *Recycle* wherever possible from energy-efficient lighting, water conservation systems, to naturalized landscaping. By changing the bathroom and facial tissue, hand towels, and napkins to 100 per cent recycled EcoLogo certified products from SCA, based on our annual consumption of these products, each year we will save 350 trees, 31 033 gallons of oil, 143 641 gallons of water, 82 367 kilowatts of energy and 61.57 cubic yards of landfill. Our partnership and promotion of the new town of Banff's, and Canada's only, all-hybrid electric transit fleet has encouraged more staff and guests to utilize the eco-friendly buses. To further solidify our commitment to providing a healthier environment, the Rimrock became a 100 per cent smoke-free hotel on January 1, 2008, allowing Rimrock guests to "feel renewed in the mountain air," and proudly serves the eco-conscious Frog Friendly Wild Coffee.

The Rimrock, an independently owned and operated hotel, is a leader in providing luxury accommodations and elite services. The Rimrock is perched 750 feet above the town of Banff, and home to Western Canada's only AAA/CAA Five Diamond award fine dining room, Eden. For reservations, please call 1-888-RIMROCK (746-7625) or visit rimrockresort.com.

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