



July 15, 2011

THE RIMROCK EARNS TRIPADVISOR CERTIFICATE OF EXCELLENCE

FOR IMMEDIATE RELEASE

BANFF, AB - The Rimrock Resort Hotel (the Rimrock) today announced that it has received a TripAdvisor® Certificate of Excellence, which honours top-rated lodging businesses, restaurants and attractions, as reviewed by worldwide travellers.

To qualify, a business must maintain an average rating of four or higher out of a possible five, as reviewed by travellers on TripAdvisor. Additional criteria include volume of reviews and how recently they have been submitted by TripAdvisor travellers. The accolade is extended to qualifying businesses worldwide.

"The Rimrock is pleased to receive a TripAdvisor Certificate of Excellence," said Trevor Long, Hotel Manager. "We strive to offer our customers a memorable experience, and this accolade is evidence that our hard work is translating into positive traveller reviews on TripAdvisor."

"The TripAdvisor Certificate of Excellence program gives exceptional businesses in a variety of different industries around the world the recognition they deserve," said Christine Petersen, President of TripAdvisor for Business. "From top-rated restaurants in Boston to top-rated attractions in Barcelona, we want to applaud these businesses for offering TripAdvisor travellers a great customer experience."

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

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