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FOR IMMEDIATE RELEASE

RIMROCK REVEALS NEW GRANDVIEW GUEST ROOM
New High-end Product for Luxury Travelers

BANFF, Alberta, Canada – The Rimrock Resort Hotel (the Rimrock), nestled in the pristine Canadian Rockies, unveiled their newly renovated GrandView guest rooms on February 23, 2007. Majestic mountain views are on permanent display from the new GrandView guest rooms located on the eighth and ninth floors of the Rimrock's North Wing. The renovation involved transforming 25 Premium guest rooms into GrandView guest rooms, adopting the trend of a boutique design for the Rimrock's fashion conscious traveler.

"Our guests can tell the difference after one sleep in our one of our new GrandView guest rooms", said Shevon Wilson, Tour and Travel Sales Manager for Rimrock. "Since so much of our guest's experience is based on their sleep at our hotel property, we chose the Simmons Beautyrest pillowtop mattress, an extremely comfortable bed. These mattresses are well known for their ability to offer all the comfort needed for a rejuvenating sleep".

Karen Sanders, proprietor of Sanders Design in Calgary, has been working with the Rimrock for the past 10 years to create inviting, stylish décor. Under Ms. Sanders' guidance, the new GrandView guest rooms offer guests a well appointed 'modern elegance' interior with earth-tone colours, and spacious bedrooms that illuminate the Canadian Rockies.

The GrandView Club package entitles GrandView guests to have access to complementary services and amenities such as valet parking, fitness & business centre access, upgraded turndown service, wireless internet access, personalized wake-up calls and 15% discount off food and beverage throughout the Rimrock. A Philips® 32" LCD Flat Screen television, On Command Media Centre (email, internet games, movies), in-room safety deposit box, Aveda beauty products, Frette® Linen bathrobes, and Simmons® Beautyrest® pillowtop mattress enhance the GrandView guest's overall experience.

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The Rimrock Resort Hotel's new GrandView guest room

THE RIMROCK RESORT HOTEL

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