



October 12, 2007

FOR IMMEDIATE RELEASE

STRICTLY FOR THOSE WANTING TO EXPERIENCE THE ULTIMATE DESTINATION

BANFF, ALBERTA, CANADA - The Rimrock Resort Hotel (the Rimrock) revealed its refreshed website today reflecting an integrated modern and user-friendly design www.rimrockresort.com. The new website proudly displays a presentation of images from renowned Canadian photographer, Douglas Leighton, along with a selection of Rimrock images that flaunt the natural splendour of the Canadian Rockies and the elegant luxury of the Rimrock.

With the recent addition of the Rimrock's 'modern elegance' GrandView guest rooms, the website follows the same sophisticated formula of 'clean architectural lines and classic accents'.

By incorporating an online reservation system for single bookings, the new website allows each user the advantage of quick availability and rate information; a must have component for any hotel website looking to keep up with today's rapidly changing technology.

The new and improved look is a first of many concepts involved with upgrading the Rimrock's website, with more exciting additions to be unveiled at the end of October 2007. It's simply a better way for our clients to 'see the difference'!

Media Contact:

Elizabeth Allen

Phone: 403-762-1852

Email: elizabeth.allen@rimrockresort.com



THE RIMROCK RESORT HOTEL

300 Mountain Avenue, P.O. Box 1110, Banff, Alberta, Canada T1L 1J2

Telephone (403) 762-3356 Fax (403) 762-4132 For Reservations: Canada & USA 1-888-Rimrock (746-7625)