

Media contact:

C. Robert Foster
Premier Resorts
435 655 4823; bfoster@premier-resorts.com

Jamie Gribbon
Blumenfeld and Assoc. PR
203 655 1600; jamie@blumenfeldpr.com

DEER VALLEY LODGING APPOINTS NEW DIRECTORS OF MARKETING AND SALES

PARK CITY, Utah (June 30, 2008) – Deer Valley Lodging, the leading property management company in Park City, Utah, has appointed two new directors of marketing and sales. Thomas Cooke, formerly an account director at Struck, Inc., a Salt Lake advertising agency, is now Deer Valley Lodging’s director of marketing, assisting Bobby Foster who will take on more responsibilities as director of marketing of Premier Resorts, Deer Valley Lodging’s parent company.

Appointed as new director of sales is Tracy Mullen, former director of conference sales and the national sales manager of The Canyons Grand Summit Resort Hotel in Park City.

“These sales and marketing appointments of highly qualified locals with a knowledge of the Park City area will allow Deer Valley Lodging to maintain its leadership position in the challenging luxury travel market,” said Barbara Zimonja, CEO of Premier Resorts which represents over 2,850 units (8,000 individual rooms) in nine states in the U.S., plus Mexico (www.premier-resorts.com).

Prior to his work at Struck, Inc., Thomas Cooke was an account executive at Salt Lake’s W Communications, and marketing and interactive manager at The Canyons Resort in Park City. He holds a Masters degree from Boston University and a Bachelor

of Arts degree from the University of New Hampshire. He resides in Park City with his wife and four-year-old daughter.

Prior to her position at The Canyons, Tracy Mullen, new director of sales, worked as a sales manager at the Park City Marriott. A Certified Meeting Professional (CMP), she holds a Bachelor of Science degree from the University of Utah. She is married with one child and resides in Kamas, Utah.

Deer Valley Lodging represents condominiums, private homes, conference facilities, and hotel rooms in Park City. Its better known properties include Black Diamond Lodge, The Chateaux at Silver Lake, The Lodges at Deer Valley, Shooting Star, Silver Baron Lodge, Silver Star, Stag Lodge, Trail's End, Village at Empire Pass, and private homes at Silver Lake and Snow Park. Tel. 800 453 3833, www.deervalleylodging.com.

About Premier Resorts

Premier Resorts International has an inventory of over 2,850 units (8,000 individual rooms) in nine states in the United States, plus Mexico. Its ski, beach and golf resort locations are in Orlando, Fla.; South Lake Tahoe, California; Breckenridge, Vail and Telluride, Colorado; Kauai and Maui, Hawaii; Sun Valley, Idaho; Bend, Oregon; Park City, Utah; North Myrtle Beach, South Carolina; San Juan Islands, Washington; and Los Cabos, Mexico. It is headquartered at 1375 Deer Valley Drive South, Park City, Utah 84060; tel. 800 882 4754; www.premier-resorts.com.

Editor's note: For images of Tracey Mullen or Thomas Cooke, contact Jamie Gribbon at 203 655 1600, Jamie@blumenfeldpr.com.

###

6-30-08