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**THE LODGES AT DEER VALLEY OFFERS “OUTDOOR INSIDER” RATES
FOR 2008 OUTDOOR RETAILER SUMMER MARKET ATTENDEES**

PARK CITY, Utah – Attendees of the 2008 Outdoor Retailer Summer Market are invited to take full advantage of the recreation available in the mountains outside Salt Lake City this summer after the trade convention. A discounted “Outdoor Insider” rate is being offered by The Lodges at Deer Valley, located one mile from Park City’s historic Main Street and within walking distance of the mountain biking and hiking trails of Deer Valley Resort.

OR Show attendees are offered a \$99/night hotel room rate, either single or double occupancy, versus a normal summer season price of \$165 per night. On property amenities include an outdoor heated pool and hot tub, fitness room, conference facilities, 24-hour front desk and complimentary Park City shuttle.

The Lodges at Deer Valley embodies the western spirit with its rustic lodge style ambiance. Elegantly appointed condominium interiors offer all the comforts of home and set the tone for a unique mountain resort experience. The Lodges at Deer Valley was ranked no. 8 in North America and no. 5 in the U.S. by the readers of *Conde Nast Traveler* in the list of Top 25 Ski Resort Lodges.

Reservations are subject to availability and need to be made through The Lodges central reservation number: 800 453 3833. When reserving, refer to: “OUTDOOR INSIDER.” The offer is valid from August 11 - August 15, 2008. For more information: www.lodges-deervalley.com

About Premier Resorts

Premier Resorts International has an inventory of over 7,500 rooms at ski, beach and golf resort locations 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 and Punta Mita, Mexico. It is headquartered at 1375 Deer Valley Drive South, Park City, Utah 84060; tel. 800 882 4754; www.premier-resorts.com.

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