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ROBUST SALES AT FOUR SEASONS RESIDENCE CLUB VAIL FUELED BY MARKET TRENDS

- *Nearly 35 percent of fractional interests sold in less than one year*
- *Approximately 19 percent of [Four Seasons Residence Club Vail](#) mountain real estate buyers are international*

VAIL, Colo. – August 26 – Four Seasons Residence Club Vail continues to enjoy robust sales despite an increasingly volatile real estate market within the U.S. This Vail, Colo. real estate opportunity is a component of the new Four Seasons Resort Vail and has experienced increased attention from international buyers, as well as renewed interest from baby boomers. Nearly 35 percent of the nineteen 1/12th fractional residences have been sold and interest remains strong thanks to the increasing popularity of [fractional opportunities](#) within the mountain real estate market.

“We’re thriving in a unique micro-climate,” said Jeff Meier, senior director of sales and marketing for Four Seasons Residence Club Vail. “Vail real estate buyers see the pace at which inventory is diminishing and are responding more quickly. We’re still experiencing strong demand, from both domestic and international marketplaces.”

Meier cited interest from the international market, including Mexico, Canada, and South America, as a recent buying trend for Vail, Colo. real estate, and for the property.

“About 19 percent of our buyers have come from outside the U.S. and inquiries from these areas

are growing,” added Meier.

When coupled with Vail’s increased international winter visits, this trend makes perfect sense. [Vail Resorts](#), which owns Vail and Beaver Creek ski areas, reported a 26 percent increase in international visitors during the winter season. With the growing global economy, Vail’s appeal continues to become more solidified outside of the U.S.

Meier added that interest in fractional and destination club opportunities in the mountain real estate industry is rising. “As baby boomers search for retirement opportunities, we’re seeing a greater interest in new, more flexible and lower maintenance vacation property.”

The [Ragatz Associates 2008 report](#) supports this stating that an estimated 50,000 households in the U.S. have purchased shared-ownership properties. The survey also found that property price per square foot was higher in ski communities and at developments offered by branded hotel companies, despite a softening real estate market nationally.

Meier also cited the Four Seasons Residence Club Vail fractional use plan configuration. The plan features a guaranteed prime ski vacation, a prime summer vacation, and the ability to purchase consecutive calendar interests. This flexibility is ideal for extended families and friends that plan vacations together, and the number of buyers who purchase more than one interest is growing dramatically. It is also possible to exchange to other destinations within the Four Seasons Residence Clubs portfolio.

Situated at the main entry to Vail Village, Four Seasons Resort Vail is only the third mountain property in the collection and the first [Four Seasons](#) for Colorado; scheduled to open in late 2009. The property features a 121-room resort, as well as limited real estate opportunities, including 19 fractional residences sold at 1/12 interests, and 16 private residences. Owners enjoy an incomparable level of luxury living with full access to Four Seasons services and amenities, including a spa and fitness club, lap pool, fine dining restaurant, dedicated ski and snowboard valet service, and the signature Kids For All Seasons program.

[Four Seasons Residence Club Vail](#) residential interests are now available. Vail Colorado real

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estate sales and inquiries for Four Seasons Residence Club Vail are managed by Playground Destination Properties Inc. For further information, contact Jeff Meier at (877) 748-VAIL (8245) or visit www.fourseasons.com/ownvail.

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About Black Diamond Resorts – Vail LLC

Black Diamond Resorts – Vail LLC is based in Minneapolis, MN and was founded in June 2005 to develop and hold Four Seasons Resort Vail. The principals comprising Black Diamond Resorts – Vail LLC have extensive experience in commercial real estate investment and development, hospitality investment and asset management, and equity investment management. The principals anticipate that Four Seasons Resort Vail project will be the first of many luxury branded resort developments. For additional information about Black Diamond Resorts, visit www.bdr-vail.com.

About Four Seasons

Dedicated to continuous innovation and the highest standards of hospitality, Four Seasons invented luxury for the modern traveler. From elegant surroundings of the finest quality, to caring, highly personalized 24-hour service, Four Seasons embodies a true home-away-from-home for those who know and appreciate the best. The deeply instilled Four Seasons culture is personified in its employees – people who share a single focus and are inspired to offer great service. Founded in 1960, Four Seasons has followed a targeted course of expansion, opening hotels in major city centers and desirable resort destinations around the world. Currently with 70 hotels in 31 countries, and more than 20 properties under development, Four Seasons will continue to lead luxury hospitality with innovative enhancements, making business travel easier and leisure travel more rewarding. For more information about Four Seasons, visit www.fourseasons.com.

About Four Seasons Private Residences and Residence Clubs

Four Seasons Hotels and Resorts has been a pioneer in branded residences since 1982. Today, with the movement to branded residences firmly established and gaining momentum yearly, Four Seasons remains an innovative leader, providing a portfolio of whole and fractional residences in the most desirable locations throughout the world. Four Seasons residences comprise two types of offerings: *Four Seasons Private Residences*, ranging from private homes adjacent to resorts to penthouse condominiums atop urban hotels, and *Four Seasons Residence Clubs*, a fractional ownership option featuring fully-appointed vacation villas as a worry-free alternative to year round vacation home ownership. All Four Seasons residential offerings provide owners with access to Four Seasons services and amenities which may include golf, spa, in-room dining, housekeeping, concierge service – everything that makes a Four Seasons experience so rewarding. For additional information, visit www.fourseasons.com/residences.

About Playground Destination Properties Inc., Real Estate Broker

Playground Destination Properties Inc. is part of the Playground group of companies. This group of companies (“Playground”) is the premier provider of real estate sales and marketing services for destinations world-wide. With offices spanning the globe in Vancouver, Montreal, Orlando, Reno, Denver, and Lausanne, Playground is dedicated to fulfilling a mission of “connecting people with the ultimate places to play.” Playground provides a unique breadth of properties from beach and mountain destinations, to golf and urban locations. In addition to Four Seasons Residence Club Vail, Playground is currently offering ownership opportunities in a number of world-renowned locations including: Whistler Blackcomb—a host venue of the upcoming 2010 Olympic and Paralympic Winter Games; Honua Kai – the only new whole ownership condo hotel to hit Ka’anapali Beach, Maui in more than 24 years; and Florida’s Sandestin – 2,400 acres including white sand beaches and world-class golf. Playground is also

proud to be the licensed broker for Edenarc 1800, a four-star resort located within the popular village of Arc 1800 in the French Alps. To learn more about Playground visit www.playground.com.

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