

RockResorts To Continue To Manage La Posada De Santa Fe Resort & Spa Under New Ownership By The Gencom Group

BROOMFIELD, Colo.- August 2, 2007 - RockResorts announced today that it has retained a long-term management agreement for La Posada de Santa Fe Resort & Spa with a partnership led by the Gencom Group. The Gencom Group led partnership announced the purchase of the 157-room La Posada de Santa Fe Resort & Spa, a RockResort, from Trinity Hotel Investors today.

La Posada de Santa Fe Resort & Spa has a history dating to the late 1880s. It became a RockResort in 2001. Today, La Posada de Santa Fe is Santa Fe, New Mexico's only member of Leading Hotels of the World. This AAA Four Diamond property is a Santa Fe landmark, perfectly representing its unique environment and location. Last year Santa Fe was voted the second most popular travel city in the country for the fifteenth straight year according to Conde Nast Traveler Magazine's Readers Poll. This year Santa Fe Municipal Airport upgraded to Class 1 status, creating further ease of travel to one of the country's favorite destinations. Additional improvements to the city include the 72,500-square-foot Civic Center scheduled to open in the winter of 2007.

"We are excited to continue to manage La Posada de Santa Fe Resort & Spa. Gencom Group's planned significant investment in a RockResorts-managed asset underscores our strategy to build a luxury hotel company around a legendary brand of iconic properties that reflect their unique and distinctive locations," said James O'Donnell, Director of Development and Acquisitions for RockResorts and Vail Resorts Lodging Company. "We look forward to a long and growing relationship. We are pleased that Gencom Group is committed to upgrading what is already an incredible guest experience with its capital plans."

"This acquisition represents an opportunity to acquire a timeless resort that is in need of a substantial targeted investment from our partnership so as to ensure that the resort retains its rightful place as one of the most beautiful properties in the United States," stated Aly-khan Merali, Director of Acquisitions and Development for Gencom Group. "With this capital investment, combined with RockResorts' capable management, we are confident that La Posada will continue to be the undisputed choice for upscale travelers to Santa Fe."

About RockResorts

RockResorts' luxury resort hotels offer casually elegant accommodations, lavish RockResorts Spas[™], renowned golf courses, award-winning dining and a variety of exciting outdoor adventures. The RockResorts collection includes Hotel Jerome in Aspen, CO; The Pines Lodge in Beaver Creek, CO; Keystone Lodge & Spa in Keystone, CO; The Lodge & Spa at Cordillera in the Vail Valley, CO; The Lodge at Vail in Vail, CO; La Posada de Santa Fe Resort & Spa in Santa Fe, NM; and Snake River Lodge & Spa in Jackson Hole, WY. Future RockResorts include The Arrabelle at Vail Square in Vail, CO (scheduled to open in December 2007); The Landings St. Lucia in Rodney Bay, St. Lucia (scheduled to open in December 2007); The Chateau at HeavenlyVillage in Lake Tahoe, CA (scheduled to open in 2009); Eleven Biscayne Hotel & Spa in Miami, FL (scheduled to open in 2009); and Rum Cay Resort Marina in Rum Cay, The Bahamas (scheduled to open in 2010).

About Gencom Group

Founded in 1987 by Karim Alibhai, Gencom Group, an investment and development firm, is a major player in the hospitality and related real estate industries. By aligning itself with prominent investors, Gencom has become one of the nation's leading joint-venture investment enterprises, which has enabled the company to be involved in more than 10 luxury hotels and resorts with significant residential components for a total investment value of \$6 Billion. Gencom currently has seven properties developed or under development in conjunction with Ritz-Carlton; and is developing the first Ritz-Carlton Reserve branded property in Turks and Caicos in the Caribbean, which will serve as the brand standard for future Reserve properties. With a strong market position already established in the United States, Canada, Mexico and now the Caribbean, Gencom is expanding its portfolio to include Europe. In early 2006, Gencom formed GenGate Europe with its frequent joint-venture partner Highgate Holdings to purchase a significant portfolio of four-star hotels in Europe.

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