



THE World's Greatest Ski Resorts

Multi-Media Platform with Performance Guarantee.

Treasure Chest. Generating sales for the premium leisure community since 1993.





- ✓ Effectively reach 1,700,000 highly targeted skiers/riders/vacation travelers throughout the month of October.
- ✓ 200 premium resorts and companies are repeat participants...which is greater than 9 of every 10.

Expanded Multi-Media Platform



- ✓ 200,000 follow up emails will be sent to opt-in skiers, riders and vacation travelers November-March.
- ✓ Resorts have ability to post unlimited copy, images, videos and more.



A Special Insert



✓ A special *The World's Greatest Ski Resorts* insert is included in Treasure Chest's fall, *The World's Greatest Vacations* mailing to 1,000,000 active vacation traveler households. This is an increase of 300,000 from 2009/10.

Sign up Now and Save on Your Favorite Destination! treasurechestonline.com

COLORADO	IDAHO	
WINTER PARK RESORT <small>WINTER PARK, COLORADO</small> With four new lifts in five years including the Panoramic Express, North America's highest six passenger chairlift, there are more ways than ever to access Winter Park's legendary terrain. Add a new pedestrian village and slope-side lodging and you'll never be far from the action. winterparkresort.com 800.979.0329	KEYSTONE <small>IT'S ALL HERE</small> An epic snowcat ride to Independence Bowl, Colorado's longest and most exciting ski day. With the top-ranked ASI Terrain Park, a sweet après scene, unique family adventures, great lodging deals and a location just ninety minutes from Denver International Airport, the decision is simple. At Keystone, it's all here. keystoneresort.com 800.235.4099	
MONTANA	UTAH	WYOMING



Your skiing and riding community site with real-time updates and special opportunities from the World's Greatest Ski Resorts—and videos of your favorite runs! You'll also get the most current news on boating and vacation travel. Sign up for newsletter updates which contain special resort availabilities before being made public!

treasurechestonline.com

CALIFORNIA	COLORADO	UTAH	WYOMING	
Heavenly <small>HEAVENLY MOUNTAINS</small> With more recreation and entertainment options than any winter resort destination, a Heavenly vacation is about choices. Spanning two states, 4,800 acres and 3,500 vertical feet, there is enough on-mountain action to satisfy hardcore skiers. When night falls, temptations abound: Vegas-style gaming, all-night dance clubs, world-class entertainment and five-star dining. skiheavenly.com 800.HEAVENLY	ASPEN SNOWMASS. <small>ASPEN SNOWMASS RESORTS</small> The Power of Four. With over 5,200 acres of terrain, 11 new lifts, two new gondolas, the industry-leading Treehouse Kids' Adventure Center, three new restaurants, two superpipes, additional terrain, 100% hands-free gates, boundless dining and nightlife AND the best skiing and riding experience anywhere – there has never been a better time better time to visit to Aspen/Snowmass. aspensnowmass.com 800.525.6200	VAIL Coveted as North America's top ski resort, Vail is an extraordinary winter vacation destination. Spanning 7 miles are 7 legendary Back Bowls, blanketed last year with 38 feet of powder snow. Under blue sky 300 hundred days a year and with more groomed terrain than anywhere on the planet, families reconnect and celebrate here from generation to generation. vail.com 888.232.9099	epic The Epic Pass. Also known as a no-brainer. For the price of a typical 6-day lift ticket, you get a full season of unlimited, unrestricted skiing at Vail, Beaver Creek, Breckenridge, Keystone and Arapahoe Basin for only \$599. We also offer the Summit Pass for \$399. Keystone, Breckenridge and Arapahoe Basin. Passes available for a limited time only and prices are subject to change. Don't Wait! epicpass.com 800.842.8062	TELLURIDE Touting the combination of awe-inspiring views, legendary terrain including the NEW Revelation Bowl, no lift lines, a historic town and European Mountain Village, non-stop flights from 9 major hubs, Telluride is truly unmatched in North America. Stay & Ski from \$91 pp/ps, 3 nights/2 days (restrictions apply). tellurideski.com 800.778.8561



Demographics



- ✓ 43 years old.
- ✓ HHI 205K.
- ✓ 60% Male.
- ✓ 34% took domestic vacation in last 12 months.
- ✓ 23% took international vacation in last 12 months.
- ✓ 50% coverage of all Major Metros.

Companies track thousands of bookings



“ While Treasure Chest has been a staple of our marketing efforts for some time, its only been recently that we have been able to accurately track the leads you send us. You’ll be happy to hear that we’ve experienced a high conversion rate from your data – second only to the rate of our returning clientele. ”

Aspen/Snowmass

“ For the past three years, The Breakers has been featured in every Treasure Chest Vacation Travel and Ski mailing due to the fact that the response has been greater than what we receive from other media. Most recently, we conducted a match back for the Fall mailing and identified the number of bookings which exceeded our expectations... the ROI is impressive. Even in this economy, Treasure chest continues to produce successful results. ”

The Breakers, Palm Beach 2/12/10

III. Tour Operator X

Treasure Chest - Fall 2008 Ski & Fall 2008 Travel Mailings

Response Window

Four Weeks

Total Guests Booked

4,423

At \$2⁰⁰ per lead/visitor...



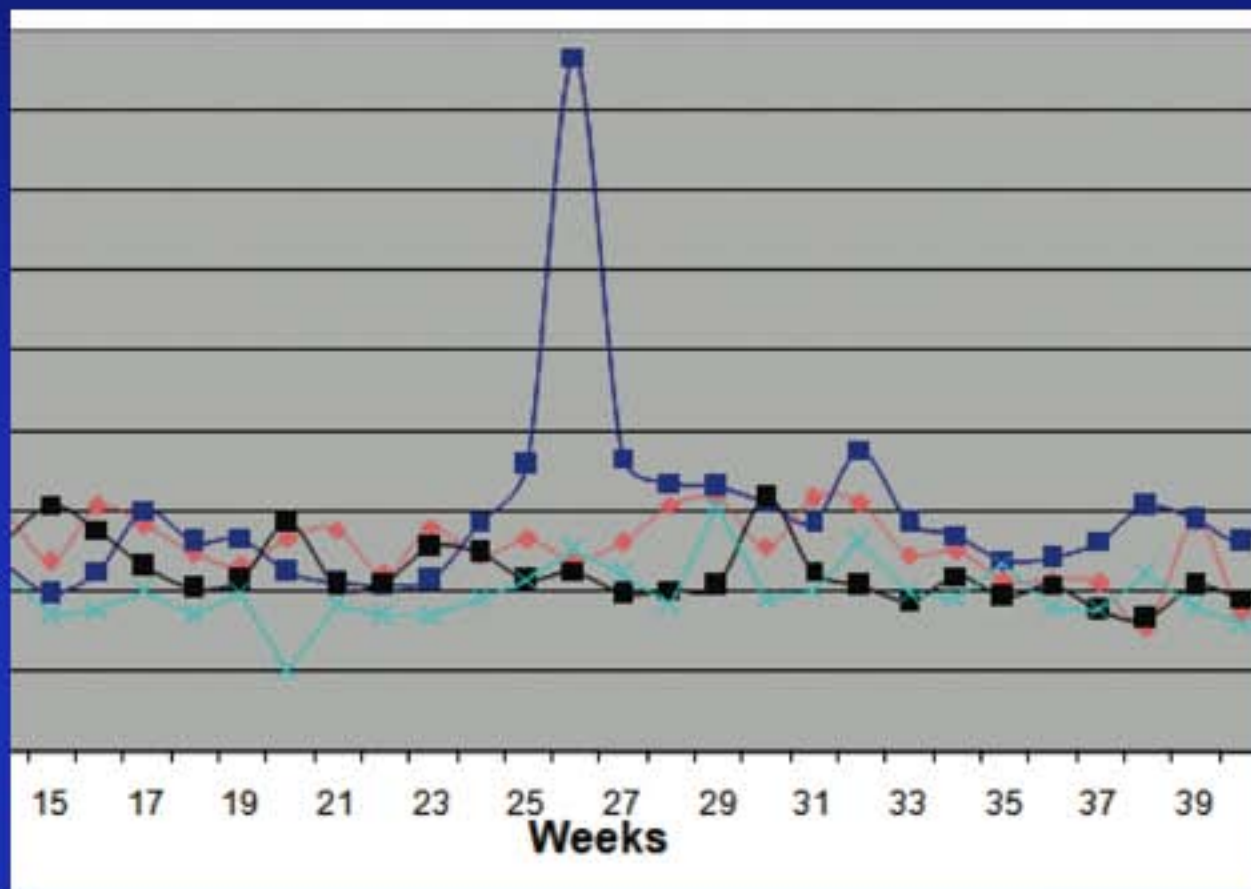
✓ Treasure Chest is more cost efficient than other media, including: paid search, solo direct mail or email!

✓ The quality of this activity... proven to deliver bookings.

A company's site when their literature hit...



The circulation has since doubled



Web Activity

Guaranteed Leads and Bookings



Your Company's Performance Guarantee...

- ✓ At least 4,000 leads with contact information from a single mailing. If not achieved, the mailing is free.
- ✓ Enough bookings to cover the mailings' cost. If not achieved, the following mailing is free.

Since 1993, Treasure Chest is the leading direct response marketing tool for premium leisure companies, with a 92% repeat rate...

Turnkey — Just send in your creative files or we'll design it for you — Free!



Unmatched
at any resort

TELLURIDE
COLORADO

*Fly direct
on 6
commercial
carriers
from 9
major
hubs*

Atlanta Newark
Chicago Denver
Dallas Houston
Phoenix Salt Lake
Los Angeles

www.TellurideSkiResort.com | 800.276.0501

*Fresh tracks. Fresh tracks.
Fresh tracks. Last chair.*

Behold the biggest thing in America.

Get the best of the Dakota Elk. Get the best of the Team. They have 3,327 acres and 4,500 vertical feet to go. This isn't a place where you just avoid the masses. It's the kind where you glide down smoothly and take in every flake of the 400+ inches of annual snowfall. And then some. Visit bigsky.com or call 1.800.545.4496.

BIG SKY
MONTANA

*I am
MOTHER NATURE
and this is
my mountain.*

*It awaits you 10,000 feet
above sea level... a 3,500
foot drop... 4,800 acres
of pure bliss.*

Heavenly
LAKE TAHOE

Australia Aspen Britain Breckenridge Thailand Monograms
Telluride Arizona American Express Turkey
Broadmoor Holland Beverly Hills Copper Mountain
Israel Big Sky Norwegian Cruise Lines Monaco Boca Raton Resort Barbados
Vail The Breakers Park City Ford Pinehurst RailEurope
Ski Salt Lake Qantas Vacations Wyndham Resorts Deer Valley
Telluride Bermuda Cosmos Marquis Jets Carnival Cruises
Snowmass Delta Vacations New York Whistler Blackcomb Air France
Al Italia 200+ Quality repeat participants... Purgatory
Big Sky Amtrak Qantas Vacations Ski.com The Moorings Yacht Charters Finland
Thrifty New Mexico General Tours Snowbird Princess Cruises
Heavenly Lake Tahoe Alamo Hurtigruten Texas Montana
Keystone South Africa Park City Sun Valley Globus Crested Butte Hilton
Kiawah British Virgin Islands Taos Hunter Sailboats Switzerland
Big Mountain Lufthansa La Costa Resort and Spa Jamaica Winter Park
Squaw Valley Crystal Cruises Steamboat Jackson Hole

2010 Rate Card & Schedule



- ✓ Just \$24,500. Rate stabilized at 2009 levels.
- ✓ PLUS - Circulation increase of an additional 300,000.
- ✓ PLUS - 200,000 email blasts during the course of the season.

Schedule	Reservation	File	Mailing
Fall Ski	July 15	August 15	Oct. 1 - 10

- Costs inclusive of the proprietary database of skiers/riders & vacation travelers, printing, postage and performance insurance.
- 80% of total cost is not due until results are delivered.

ADDED VALUE:

- A) Six months linked to our site with the ability to post content daily.
- B) Six email newsletters with a total circulation of greater than 200,000.
- C) Our design team is available to develop your creative for maximum effectiveness, pro bono.

Reserve Your Insert



Learn more at:

www.treasurechestonline.com/mediakit

Email: rshane@tchest.com

Call: 212-590-2332

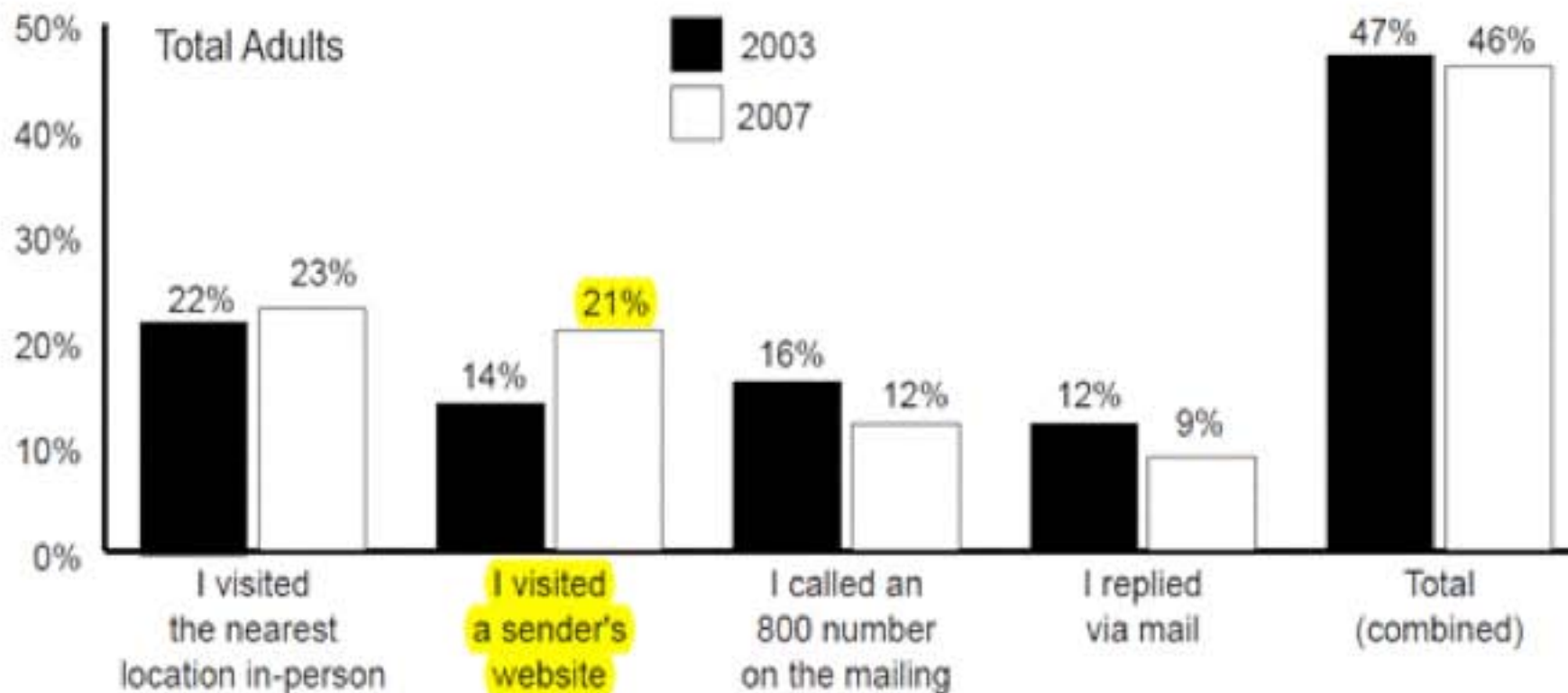
Appendix 1



Direct Mail/Buying Habits

HOW CONSUMERS RESPONDED TO DIRECT MAIL

Which of the following describes how you responded to direct mail advertising you have read or looked at in the past 30 days?



Source: DMA *The Power of Direct Marketing: Vertis Customer Focus 2007*.

Appendix 2



Direct Mail/Buying Habits

HOW DID YOU FIRST LEARN ABOUT THE PRODUCT BEFORE BUYING THROUGH DIRECT MAIL?

	Total Adults	Less than \$30K	\$30-\$50K	\$50-\$75K	\$75K+
Have purchased (total)	71%	67%	71%	72%	74%
Direct Mail	23%	19%	25%	25%	26%
TV	9%	10%	10%	11%	7%
Word of mouth	7%	7%	5%	8%	7%
Internet ad	4%	5%	5%	4%	3%
Insert in the Newspaper	4%	3%	6%	4%	3%
Newspaper	3%	3%	2%	4%	3%
Saw it in a store	3%	2%	3%	4%	3%
Magazine	2%	1%	2%	1%	3%
Catalog	2%	4%	2%	0%	2%
Email	2%	1%	1%	3%	2%
Internet Search	1%	0%	1%	1%	1%
Radio	1%	0%	1%	0%	1%
Billboards	0%	1%	0%	0%	0%
Ad on bus/taxi/public transit	0%	0%	1%	0%	0%
Other	1%	1%	1%	0%	1%
Don't know	9%	7%	9%	8%	10%
Have not purchased through direct mail	29%	33%	29%	28%	26%

Source: DMA The Power of Direct Marketing: Vertis Customer Focus 2007.