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**"CUSTOMIZE WITH CREDITS":  
THE WHITEFACE LODGE'S  
SAVVY YEARLONG SAVINGS PROGRAM**

*Inspires Guests to use Credits for Spa, Food and Other Amenities and Activities*

LAKE PLACID, NY (March 1, 2010) – Leveraging the recent and substantive success of its "Suite Winter Package," which offered varying levels of Resort credits depending upon length of stay—The Whiteface Lodge today announced that the program will be available throughout the year.

Reintroduced as the "Customize with Credits" program, the package will be available yearlong beginning March 1, 2010. Offering a package with credits was developed to inspire guests to enjoy the property's myriad of activities, amenities and food / beverage experiences. It's also an opportunity for the property to showcase its spacious and elegantly appointed Adirondack-themed one-, two- and three-bedroom suites. The Whiteface Lodge is the only all-suite property in the Adirondacks.

"Customize with Credits" provides guests who book a Superior one-bedroom suite for one night with a \$50 credit; a two-night stay garners a \$150 credit; and a three-night stay secures a \$300 credit.

The program permits guests to apply their credits towards dining, beverages, spa treatments and / or ice cream treats in the property's onsite, old-fashioned Ice Cream Parlor. Additionally guests may use their credits to enjoy water skiing or a motorized boat tour on Lake Placid, which offers breathtaking views of the Adirondack Mountains.

"We were delighted at the tremendous response we received when we offered the resort credit program during the winter," said Phil Anderson, General Manager, The Whiteface Lodge. "Our commitment is to ensure that each guest enjoys a memorable, one-of-a-kind Adirondack experience. By offering a package that includes Lodge credits, our guests understood and appreciated the added value and they also appreciated the flexibility in choosing how to spend the credits, and customize their vacation."

The price for a one-bedroom suite is \$375/night from April 1 – June 20, 2010. At various other points during the year, such as fall (September 7 – October 16, 2010) as well as peak winter season (November 24 – November 27), rates for a Superior one bedroom will be \$390 / night.

During the summer peak period (June 21 – September 6, 2010), the nightly rate for a Superior one-bedroom suite is \$500. Additionally, a two-night minimum stay is required during summer.

Throughout the year, and whenever guests choose to enjoy the "Customize with Credits" program, they receive a gratis full hot / cold American breakfast each morning. Additionally, the package is available for the Lodge's two- and three-bedroom suites.

Each of the Resort's one-, two- and three-bedroom suites features luxuriously appointed accommodations, each with handcrafted Adirondack-style furnishings, a cast iron gas fireplace, slate floors, wood paneling, custom alder wood cabinetry with granite countertops and a fully equipped kitchen.

Additionally, guests will be delighted to find spacious bathrooms lined with Douglas fir beams and featuring jetted tubs, individual showers, double sink vanities, and radiant heated floors. Custom pillow-topped king-size beds with selection of pillow types and fine quality bed linens are also featured, along with LCD high definition televisions in the living rooms and bedrooms.

The per night room prices do not include taxes or surcharges. Additionally, the Resort credits cannot be applied towards the final bill.

### **About The Whiteface Lodge**

Located in the woodland setting of the High Peaks region of Lake Placid, New York, The Whiteface Lodge is the only all-suite property in the Adirondacks, offering 94 guest accommodations. The Lodge also offers a value-added experience unparalleled in the region, providing guests with access to a wide range of complimentary amenities, services and activities, including a sumptuous breakfast each morning in Kanu, the property's signature dining area; a creative kids program for ages three to ten called Kamp Kanu; onsite heated swimming pools; fishing in a stocked catch and release pond, with all equipment provided; basketball, tennis and paddle tennis courts; sophisticated fitness center; three-season ice skating rink; family game room with a two-lane bowling alley; nightly s'mores campfire; and a 54-seat movie theater. Additionally, during the summer, Lodge guests receive complimentary access to the property's private lakefront "Canoe Club," where kayaks, canoes, and paddleboats are all gratis.

Inspired by the historic Adirondack "Great Camps," signature features of The Whiteface Lodge also includes plush Adirondack-styled furnishings, fireplaces, gourmet kitchens, private balconies, granite baths, and complimentary

high-speed Internet access. A 5,800-square-foot Spa, with treatments and services embracing local elements and ingredients, is a favorite spot for guests.

The Whiteface Lodge features four dining areas -- The Kanu Lounge for approachable fare and Kanu, the main dining area. In both venues, guests may enjoy a formal or casual culinary experience, such as tapas, soups, salads and dessert mixed with an entrée and a beverage or they may choose a multi-course, wine-pairing lunch or dinner. Featuring old-fashioned decor blended with a wide range of modern ice cream dishes, the Lodge's onsite Ice Cream Parlor was developed to provide tasty treats to guests of all ages. Additionally, select grilled culinary fare, complimented by refreshing beverages, is featured at the property's private Canoe Club, located on Lake Placid. (The Canoe Club is open only during the summer). Recently, the Lodge expanded its culinary services, enabling guests – lounging by the pool, relaxing in the lean-tos, on the outdoor patios or on the terrace – to enjoy tapas, meals and beverages of their choice. The Lodge also provides 24-hour In Room Dining.

The Whiteface Lodge is a member of The Leading Hotels of the World. For information, please call 1-800-903-4045 or visit [www.TheWhitefaceLodge.com](http://www.TheWhitefaceLodge.com).

## **Awards & Accolades**

### **2010**

- *Travel + Leisure*, T+L 500, "Best Hotel by Region – U.S."
- *TripAdvisor.com*, Ranked #3 on list of Top 10 American Spa Hotels
- *About.com*, Top Ski Resorts & Lodging
- AAA Four Diamond Rating

### **2009**

- *Travel+Leisure* featured the Resort as one of the 13 "Best Winter Lodges" in the U.S. and Canada
- Ranked #52 in *Conde Nast Traveler's* Reader's Choice Awards: "Mainland U.S. Large Resorts."
- *Travel + Leisure's* World's Best Awards: The Whiteface Lodge ranked #22 in the category "US & Canada: Top 50 Hotels and Resorts"
- "Stay List," *National Geographic Traveler*
- "Top 10: Spa Destinations," *TripAdvisor.com*
- Award of Excellence, *Wine Spectator Magazine*
- AAA Four Diamond Rating

### **2008**

- "Top 50 Ski Hotels in North America," *Conde Nast Traveler*
- Award of Excellence, *Wine Spectator Magazine*
- "Best Spas in North America and the Caribbean," *Conde Nast Traveler*
- "World's Top Hotels, Resorts and Spas," *Zagat's Guide*
- "Top Five Vacation Destinations," *Town & Country Magazine* (as reported on NBC's Today Show)
- "Recommended Hotels, Inns, Resorts & Spas – The Americas, Atlantic,

- Caribbean & Pacific," *Condé Nast Johansen's Luxury Hotel Guide*  
• AAA Four Diamond Rating

**2007**

- "World's Top Hotels, Resorts, and Spas," *Zagat's Guide*
- "Top 50 Ski Hotels in North America," *Conde Nast Traveler*
- "Top 100 Vacation Dream Homes," *Travel+Leisure*
- "Best Lake Placid Stay," *Zagat Survey*
- "Recommended Hotels, Inns, Resorts & Spas – The Americas, Atlantic, Caribbean & Pacific," *Condé Nast Johansens Luxury Hotel Guide*
- AAA Four Diamond Rating

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