

THE
WHITEFACE
LODGE SM

RESORT ♦ SPA ♦ RESIDENCES

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THE WHITEFACE LODGE

Renowned Resort and Private Residence Club in Lake Placid, NY

LAKE PLACID, NY (August 2009) – Since June 2005, The Whiteface Lodge has offered visitors to Lake Placid an unparalleled experience highlighted by superb accommodations and contemporary amenities.

A 'Leading Hotel of the World' and private residence club, The Whiteface Lodge is comprised of 94 guest accommodations inspired by the famous Adirondack 'Great Camps' of an earlier age. Signature features include plush Adirondack-styled furnishings, fireplaces, gourmet kitchens, private balconies, granite baths, and high-speed Internet. The Resort is the only all-suite property in the Adirondack region.

Setting a new standard for mountain retreats, The Whiteface Lodge offers an unprecedented array of complimentary activities and amenities, a truly value-added experience virtually unmatched in the area. In addition to The Whiteface Lodge's gratis kids program called "Kamp Kanu," additional onsite gratis activities include a sumptuous breakfast each morning in Kanu, the Resort's signature dining area; 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.

The Whiteface Lodge features four dining areas -- The Kanu Lounge for casual fare and Kanu, where guests may enjoy a formal or casual culinary experience, such as tapas and cocktails, or a three-course, wine-pairing lunch or dinner. Featuring old-fashioned decor blended with a wide range of modern ice cream dishes, the Resort's onsite Ice Cream Parlor was developed to provide tasty treats to guests of all ages. Additionally, select grilled culinary items, complemented by refreshing beverages, are featured at the Resort's private area on the shores of Lake Placid—The Canoe Club. Recently, the Resort expanded its culinary services, enabling guests lounging by the pool, relaxing in lean-to's or enjoying breathtaking views from the outdoor patios, to enjoy tapas, small meals and beverages of their choice; this means that guests have

access to gourmet treats whenever and wherever they prefer. The Resort also provides 24-hour In Room Dining.

Open only during the summer, Resort guests receive complimentary access to the private "Canoe Club," where kayaks, canoes, and paddleboats are all gratis. For a small fee, guests may rent motorboats or jet skis. Additionally, volleyball, badminton, bocci ball and other beach-oriented activities may also be enjoyed, and are complimentary, at The Canoe Club.

The 5,800-square-foot Spa at The Whiteface Lodge, named a Leading Spa of the World, blends the natural beauty of its setting with Zen-like details. Distinctive body treatments incorporate local botanicals with healing qualities to provoke a sense of place and an unparalleled level of wellness and pampering.

Unique to The Whiteface Lodge is The Private Residence Club, which makes the Resort's luxurious suites available for purchase in partial vacation home ownership. This incomparable lifestyle includes access to all resort amenities such as valet parking, concierge service, 24-hour in-room dining and twice-daily maid service.

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.

Awards & Accolades

In July 2009, the Whiteface Lodge received a prestigious ranking on *Travel + Leisure's* "World's Best Awards." In fact, the Resort received the highest ranking on this influential list of any hotel or resort in the Adirondack region.

The Resort is an AAA Four-Diamond Award-winning property. Additionally, in 2008, the Resort ranked third on the 'Best Hotel Spa' list per *Condé Nast Traveler's* list of the "Best Spas in North America and the Caribbean." and it placed 41 on *Conde Nast's* 2008 list of "The Top 50 Ski Hotels in North America." Additionally, The Whiteface Lodge has been named "one the top places to stay" according to *National Geographic Traveler's* 2009 "Stay List"; one of 2007/2008 World's Top Hotels, Resorts, and Spas per Zagat's; and was listed in third place on TripAdvisor.com's 2009 list of "Top 10: Spa Destinations." The property has also appeared on *Condé Nast Traveler's* "Hot List" and *The Robb Report's* "Best of the Best" list since its 2005 opening. With a renowned culinary program, The Whiteface Lodge was selected to participate in the prestigious 2009 James Beard Society "Taste of New York" culinary event in New York City. The Resort's Executive Chef and Sommelier achieved the coveted honor of creating and presenting the entree and wine pairing to over 50 distinguished culinary experts and journalists.

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