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**THE WHITEFACE LODGE RESORT & SPA INTRODUCES
A SUMMER WEEKLY RENTAL PROGRAM:
THE "SHARE-CATION"**

Share expenses of a spacious suite supported by the services and amenities of a luxury resort

LAKE PLACID, NY (June 2009) – The Whiteface Lodge Resort & Spa, Lake Placid, today introduced an innovative new summer program aimed to help families and groups of friends share vacation expenses. Based on the concept of a "summer share" where individuals pool their money to rent a summer vacation house, The Resort's "Share-cation" program offers a seven-night weekly rate for its three- and four-bedroom suites, spacious and plush single and two-story guest suites that comfortably accommodate groups from eight to ten.

Guests who book this smart, savvy weekly rental program also receive additional value-added gratis activities, services and amenities, such as daily breakfast buffet in the Resort's signature restaurant, Kanu; access to the Resort's private lakefront beach area, the Canoe Club with complimentary use of canoes, kayaks and paddleboats; all resort activities including onsite heated indoor/outdoor pools, basketball, paddle and tennis courts, and a fully-equipped game room with a two-lane bowling alley; an onsite 56-seat movie theater, in addition to the Resort's complimentary and expanded children's program, "Kamp Kanu." The new "share-cation" program also includes nightly turndown service, twice-daily housekeeping service and complimentary shuttle service to the town of Lake Placid.

"We understand that this summer in particular, travelers are seeking smart strategies to enjoy a memorable, fun-filled vacation without compromising their budgets," said Phil Anderson, General Manager, The Whiteface Lodge Resort & Spa. "Our continuous monitoring of the economic market inspired us to create a weekly rental program that will motivate families and groups of friends to share costs and enjoy a vacation that is price-friendly and provides a value-added experience through the Resort's wide selection of complimentary activities and services."

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The Resort's artfully appointed three- and four-bedroom suites feature handcrafted Adirondack-style furnishings; a fully equipped kitchen with granite countertops; a separate dining area; cast iron gas fireplaces; a private balcony with majestic views of the surrounding mountains; spacious bathrooms with jetted tub (master bedroom), individual showers, double sink vanities and radiant heated floors; custom pillow-topped king- and queen-sized beds with a selection of pillow types and fine quality bed linens; LCD, high definition televisions in the living room and each bedroom; and complimentary high-speed Internet connectivity, as well as telephones in the living rooms and individual bedrooms.

The Resort's Kamp Kanu program, aimed for kids aged three to ten, is complimentary to all guests. The Kamp was expanded this summer and focuses on nature-oriented and skill-building strategies such as orienteering (compass reading), animal tracking, scavenger hunts, identifying various plant and bug species, and more. Other activities include fishing lessons on the Resort's onsite catch-and-release pond, tennis, as well as swimming, canoeing and kayaking on Lake Placid.

Prices for the weekly rental program begin at \$6,950.00 for a three-bedroom, three-bathroom suite for eight guests (1,880 square-feet); \$7,450 for a Grand Lodge three-bedroom, three-bathroom suite that can accommodate eight to ten guests in a more spacious setting of 2,065 square-feet; and \$7,950 for the four-bedroom, four bathroom Presidential suite, which features an outdoor sleeping porch and is tailored to accommodate up to ten guests. (Prices do not include taxes and other surcharges).

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 Resort in the Adirondacks, offering 94 guest accommodations. The Resort also offers a value-added experience unparalleled in the region, providing guests with access to a wide range of gratis amenities, services and activities, including a sumptuous breakfast each morning in Kanu, the Resort'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, guests of the Resort receive complimentary access to the private lakefront "Canoe Club," where kayaks, canoes, and paddleboats are all gratis.

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Inspired by the historic Adirondack "Great Camps," signature features of The Whiteface Lodge also include plush Adirondack-styled furnishings, fireplaces, gourmet kitchens, private balconies, granite baths, and complimentary high-speed Internet. A 5,800-square-foot Spa, with treatments and services embracing local elements and ingredients, is a favorite spot for Resort guests.

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 fare, complimented by refreshing beverages, are featured at the Resort's private Canoe Club, located on Lake Placid. (The Canoe Club is open only during the summer). Recently, the Resort expanded its culinary services, enabling guests lounging by the pool, in lean-tos or on the outdoor patios and terrace to enjoy tapas, meals and beverages of their choice. The Resort also provides 24-hour In Room Dining.

Awards & Accolades

The Whiteface Lodge is a AAA Four-Diamond Award-winning property. 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.

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.

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