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THE WHITEFACE LODGE GOES GREEN

*Renowned Resort and Private Residence Club in Lake Placid, NY
Offers Carbon-Neutral Vacations*

LAKE PLACID, NY (November 27, 2007) –The Whiteface Lodge announced today their participation in Leading Hotels of the World's Green Initiative, an innovative carbon off-set program. The Leading Green Initiative is designed to enable and encourage guests to make conscious decisions and contributions toward greener travel.

The carbon-offset program affords guests the opportunity to make their reservation carbon-neutral when booking online at www.TheWhitefaceLodge.com. In doing so, guests will help increase climate-friendly travel and reduce greenhouse gas emissions that cause global climate change. Proceeds from the cost of the carbon-offset program will be donated by Leading Hotels of the World to Sustainable Travel International (STI), a non-profit organization dedicated to promoting responsible travel through programs that enable consumers to contribute to the well-being of the places they visit.

"Guests have the opportunity to voluntarily donate the computed amount necessary to offset their waste, water, transportation or all carbon emissions incurred during their stay at The Whiteface Lodge via the Leading Hotels of the World Green Initiative," said Olivier Bottois, Chief Operating Officer of The Whiteface Lodge. "And we are pleased to note that our room rates have not been inflated to support this program."

The U.S. Energy Information Administration calculates that the average building uses 29.3 kilowatt-hours of electricity per square foot per year. Based on this number STI is able to compute the total amount of pounds of greenhouse gas emissions emitted per hotel room night including the average common area spaces.

The Whiteface Lodge is a 94-suite luxury resort and private residence club located in scenic Lake Placid, New York. This AAA Four-Diamond Award-winning

resort was selected #15 on Condé Nast Traveler's 2007 list of 'The Top 50 Ski Hotels in North America' (the highest rated resort in New York State) and was additionally named one of Zagat's 2007/2008 World's Top Hotels, Resorts, and Spas. The Whiteface Lodge has also appeared on Condé Nast Traveler's "Hot List," The Robb Report's "Best of the Best" (one of only two in North America) since its 2005 opening. A member of The Leading Hotels of the World and designated a Virtuoso Preferred Hotel, The Whiteface Lodge is distinguished by Steak and Stinger, its celebrated restaurant, a full-service Adirondack-style Spa, exclusive Canoe Club on the shores of Lake Placid, indoor fitness center, indoor/outdoor pools, outdoor ice skating rink, movie theatre, family game room, and more. For information on full or partial ownership opportunities or resort reservations, call 1-800-903-4045 or log on to www.TheWhitefaceLodge.com.

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