

THE VALUE OF COMFORT

*The Rusty Parrot Lodge and Spa rated one of World's Best Hotel Values
by Travel and Leisure*

Jackson Hole, Wyoming – March, 2005 - Comfort finally gets its due. The Rusty Parrot Lodge & Spa has been named by *Travel & Leisure* magazine as the number one hotel value in the Continental U.S. and Canada in the *Setting the Standard, \$250 to \$400 per night* category, in the March 2005 "World's Best Hotel Values" article, announced General Manager Jim Promo.

Travel & Leisure readers were asked to rate the best values around the globe in three price categories--under \$200 per night, \$250 to \$450 per night, and more than \$400 per night. The survey asked readers to rate properties on a scale of 1-10 where 5 means "excellent" and 1 means "poor." "This year's results prove that *value* doesn't necessarily mean *low cost*," comments the editorial.

"We are very pleased that the readers of *Travel and Leisure* recognize that value--the price for quality relationship--is very high at the Rusty Parrot," says Promo. "We know how to make our guests comfortable. Be it the goose down comforters and custom-made furniture, the bell staff lighting fires for guests in their rooms, or the full chef-prepared breakfast included in their stay each morning, all contribute to a memorable experience right in the heart of Jackson Hole."

A member of Small Luxury Hotels of the World, The Rusty Parrot Lodge and Spa has been featured on the weekend edition of NBC's "Today Show" and was named as one of the World's Best Hotels in the January 2005 issues of *Conde Nast Traveler* and *Travel & Leisure*, as well as "best romantic getaway" by *Mountain Living Magazine*. The Lodge has been rated Four-Diamond by AAA for 13 consecutive years.

The Rusty Parrot Lodge & Spa was built in 1990 by owner Ron Harrison, who envisioned a different type of lodge near the shopping, art galleries, and restaurants of Jackson's Town Square. The lodge's restaurant, Wild Sage, is the only Jackson restaurant to receive AAA's 2004 Four-Diamond rating. The restaurant and Executive Chef Kyle Walker have been featured on The Food Network and in *The New York Times*, *Elle Décor*, the *Chicago Sun Times*, and *Cowboys and Indians* magazine. For additional information, contact The Rusty Parrot Lodge & Spa at 800.458.2004 or visit www.rustyparrot.com.

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