

Stay | IN THE LOOP

BELLSTAR HOTELS & RESORTS – WHAT’S NEW FOR 2009 & 2010?

Unique and undiscovered stories from the lakes and vineyards of British Columbia’s Okanagan Valley to the dramatic Alberta Rocky Mountains to the sandy beaches of Vancouver Island’s West Coast!

- | | |
|--------|--|
| Page 2 | BACKGROUND ON BELLSTAR |
| Page 2 | LOOKING FOR NEW STORY IDEAS FOR 2009? <ul style="list-style-type: none">- Stay SLOPESIDE - <i>luxury ski-in/ski-out spa resort opens in Kimberley, BC</i>- Stay REFINED - <i>mountain resort elegance in Canmore now open!</i> |
| Page 3 | <ul style="list-style-type: none">- Stay LAKESIDE - <i>Vernon’s newest condo-resort now open!</i>- Stay INSPIRED - <i>largest event space in the South Okanagan opens 2009</i>- Stay FESTIVE FOR CHRISTMAS- Stay SEASIDE - <i>at Sidney’s secret vacation residence</i> |
| Page 4 | <ul style="list-style-type: none">- Stay & EXPERIENCE THE OLYMPIC LEGACY- Stay GASTRONOMICAL - <i>Passa Tempo sets bar for wine-country dining</i>- Stay GREEN- Stay MULTI-GENERATIONAL |
| Page 5 | <ul style="list-style-type: none">- Stay & SKI- Stay PET-FRIENDLY & WILD-SMART- Stay AT NK’MIP |
| Page 6 | <ul style="list-style-type: none">- Stay FOR THE OKANAGAN WINE FESTIVALS- Stay IN THE BLACK- Own SPIRIT RIDGE |
| Page 6 | Stay IN THE LOOP - CONTACT US TO LEARN MORE! |

BACKGROUNDER ON BELLSTAR

Bellstar Hotels & Resorts is a leading Calgary-based resort manager and developer, with a collection of boutique resorts in exciting vacation destinations throughout Alberta and British Columbia. The collection currently comprises 12 resorts, with three more under Bellstar's development, and additional properties under Bellstar's management opening within the next few years. The portfolio includes condo-style resorts, boutique hotels and resort clubs throughout the Okanagan Valley (Vernon, Kelowna, Osoyoos), on Vancouver Island (Sidney), in the Kootenays (Kimberley), in the Coast Mountains (Pemberton) and in the Rocky Mountains (Canmore).

From a lakeside vineyard resort with on-site golf, winery and cultural centre in Canada's only desert, to Vernon's newest lakeside vacation condo-suites complete with private marina and beach, to luxury condo-resorts in the mountain destination of Canmore, to a seaside boutique inn with heritage gardens on Vancouver Island, to a slopeside luxury boutique spa resort in Kimberley. Each of our resorts has its own individual name, collection of services and personality fitting with the destination.

Bellstar offers experiential packages including outdoor activities, wine, food and spa; exceptional guest services; and unique design and decor at each resort. This combination makes Bellstar's resorts the perfect choice for family reunions, girl's getaways, family vacations or a romantic escape. Recently added meeting spaces are also perfect for corporate retreats and special events – NK'MIP Conference Centre is the largest venue in the South Okanagan with space for up to 350 people (opening October 2009).

LOOKING FOR NEW STORY IDEAS FOR 2009 & 2010?

Stay | SLOPESIDE - luxury ski-in/ski-out spa resort opens in Kimberley, BC



In partnership with om mind•body fitness, Bellstar is excited to present our 2009 series of wellness weekends at Spirit Ridge Vineyard Resort & Spa in Osoyoos, BC and at Blackstone Mountain Lodge in Canmore, Alberta. Join host Kristen Stuart for an energetic, transformational and refreshing weekend of yoga, hiking/snowshoeing, wellness education, luxury condo-suite accommodation, healthy gourmet food and spa experiences. These weekends promise to sell-out! www.mountainspirit.ca

Stay | REFINED - mountain resort elegance in Canmore now open!



A luxurious Rocky Mountain retreat awaits you at Blackstone Mountain Lodge – Canmore's premier condo-hotel experience. Engage in Canmore's Rocky Mountain lifestyle from world-class winter sporting facilities (World Cup February 2010) to breathtaking hiking at Grassi Lakes. Enjoy golf at Silver Tip Golf Resort or stroll charming Main Street and explore bistros, boutiques and microbreweries. Blackstone is an elegant mountain retreat highlighted by a decidedly urban feel. With contemporary design, upscale amenities and spacious, beautifully appointed 1-, 2- or 3-bedroom guest suites, it offers an elevated mountain getaway.

Blackstone welcomes guests with a breathtaking central courtyard with a pool and hot tubs. With inviting gathering spaces perfect for families, weddings, get-togethers or your next meeting, event or reception. www.blackstonecanmore.ca

Stay | LAKESIDE - *Vernon's newest condo-resort now open!*



Linger lakeside on the shores of Lake Okanagan. Vernon's newest condo-resort - Strand Lakeside Resort offers you independence and privacy with 1-, 2-, and 3-bedroom suites - fully equipped and ideal for stays with family and friends. Each suite features a full kitchen, private balcony and a BBQ perfect for entertaining. Soak in the outdoor hot tub, practice your putt on the rooftop putting green, splash around on the private beach or dock your boat at the private marina in between tubing and waterskiing. Close proximity to The Rise (new Fred Couple's golf course), not far from Okanagan wineries and twenty minutes from

4-seasons of adventure at Silver Star Mountain, Strand is a must to experience this season! www.strandresort.ca

Stay | INSPIRED - *largest event space in the South Okanagan opens 2009*



In partnership with the Osoyoos Indian Band, Bellstar and Spirit Ridge Vineyard Resort & Spa is excited to announce the opening of NK'MIP Conference Centre. Included in Phase 2 of Spirit Ridge and part of the greater master-planned NK'MIP Resort, the Conference Centre is the largest venue for conferences, weddings and events in the South Okanagan Valley with space for up to 350 people. The completion of Phase 2 also includes an additional 126 luxurious Villa and Suites, as well as outdoor pool, fitness centre, deli and full catering facilities to accommodate the event space. *As an introductory promotion, any new 2010 conference or event bookings received by December 31, 2009, will receive conference*

space and all A/V equipment free of charge! www.spiritridge.ca/groups-meetings.html

Stay | FESTIVE FOR CHRISTMAS WITH BELLSTAR



Looking for a low maintenance holiday season this year? Create new traditions and experience the spirit of Christmas Bellstar-style. In Osoyoos, Stay FOR CHRISTMAS *in the desert* - 2 & 3 night packages available including dinner from Passa Tempo, ice-wine and festive decorations. In Canmore, add our Stay STUFFED package to any stay - complete with decorations, a Christmas tree and a traditional heat-and-serve holiday meal. All of our resorts offer unique and festive packages that appeal to those searching for a low-maintenance family escape or a romantic getaway this holiday season!

Stay | SEASIDE - *at Sidney, B.C.'s secret vacation residence*



Miraloma on the Cove is the region's best-kept secret. This intimate boutique 22-suite resort is set minutes from the Main Street of Sidney on 1.5 acres of heritage gardens by the sea on the Saanich Peninsula. As a quiet base for a romantic interlude or a staging area to explore the ocean environment or the area's growing wine and culinary scene - Muse Winery, Marley Farms Estate Winery, Church & State, Sea Cider, Starling Lane and Dragonfly Winery are all within a 20 minute drive. Looking to keep your brain active during your trip? EcoCruising BC offers marine ecology trips in their glass-domed boat with pick up at Miraloma's

dock. Down the street is The Shaw Ocean Discovery Centre, named by Canadian magazine editors as one of the top 10 best new attractions for 2009. The Centre offers visitors a chance to see the amazing diversity of the inland sea (called the Salish Sea by First Nations) from the giant Pacific octopus to microscopic plankton. www.miraloma.ca

Stay I & EXPERIENCE THE OLYMPIC LEGACY



Canmore is host to the final World Cup event prior to the Olympics in February of 2010. Join us to cheer on our favourite athletes up close and personal with a less-than-Olympic-sized crowd.

Osoyoos has just won its own version of two Olympic gold medals. First, it was recently announced that this town at the southern end of the Okanagan Valley will be on the route for the Torch Relay for the 2010 Winter Olympic Games. And to top it off, it was also revealed that Osoyoos is one of the locations chosen to be a

special "celebration community" along the route of the Olympic flame to Vancouver 2010. Osoyoos will host an Evening Community Celebration on Day 87 as the route passes through traditional Osoyoos Indian Band territory and the Town of Osoyoos on January 25 and 25, followed by a traditional First Nations gathering at NK'MIP Resort that night.

Stay I GASTRONOMICAL - Passa Tempo sets bar for wine-country dining



The growth in skill and calibre of Passa Tempo Restaurant's efforts are not going unnoticed. The addition of a new culinary team in early 2009 set the stage for a new restaurant menu as well as a host of foodservice-related opportunities. Executive Chef Jonathan Thauberger notes that "the new Passatempo menu mirrors these Mediterranean regions style and integrity of ingredients. We blend our West Coast sensibilities into all of it to create our own version of wine-country comfort food." Poolside service launched to rave reviews in the Summer of 2009, coupled with Suite-Provisioning packages that offers guests premium food and beverage

packages delivered to their Suite. The Fall of 2009 will bring brand new banquet menus for conferences and weddings, as well as the launch of their new Market/Deli opening in conjunction with the NK'MIP Conference Centre in October.

Stay I GREEN



Many of us are familiar with the three "R's" mantra of environmental stewardship. Now, there's a new 'R' on the block with the arrival of renewable energy. As part of Bellstar's Stay I GREEN sustainability plan for operations and development, we have converted all of our serviceable resorts in Canmore, Alberta to 100% carbon-neutral energy through a Direct Energy offering of carbon-neutral natural gas and EcoLogo™ certified renewable power. This will make Bellstar the first resort company in Canada to adopt this program. EcoLogo™ energy comes from renewable sources such as wind, solar, or run-of-river hydro, and Bellstar's carbon-

neutral natural gas will be offset by neutralizing the environmental impact through an investment in a project or activity which reduces greenhouse gas emissions. www.bellstar.ca/green

Stay I MULTI-GENERATIONAL



Bellstar's condo-resorts throughout Western Canada are the optimal destination to travel close-to-home with all generations. We promise spacious, fully-furnished condo-suites, educational and active adventures at your doorstep, outdoor pools and hot tubs, free movies and board games, BBQ's, and seasonal activities and packages for the whole family (Christmas, Easter, Halloween). Bellstar's exceptional hospitality ensures an escape with the kids, the grandkids and the great grandkids is better than you could have hoped.

Stay | & SKI - ski packages across Western Canada with Bellstar



Choose your favourite Bellstar resort and plan your complete ski getaway with our Stay AND SKI packages! From the peaks of the Rocky Mountains to the fresh powder of the Okanagan Valley to the slopes and sun-drenched peaks of Whistler/Blackcomb and Kimberley Alpine Resort, grab your family and friends to experience a snowy Bellstar holiday this winter season! In Canmore, arrive to a bake-your-own pizza and hibernation snacks in your Suite. Beat the line with special Bellstar vouchers. Hook up spacious accommodation so your group can back and celebrate a fabulous day on the hill.

Stay | PET-FRIENDLY & WILD-SMART



Bellstar Hotels & Resorts strives to give-back to the communities where we work and play. We have recently launched a pair of wildlife-related initiatives that show just how far we are willing to go: Pet-Friendly and WildSmart. Our Pet-Friendly program, offered at all resorts, provides your companion with an extra bit of pampering – from a map of local dog parks, to a list of local Bi-Laws, to a couple of doo-bags and yummy treats, Bellstar also offers leashes and dog bowls upon request. A percentage of the Pet-Friendly fee per night (\$20) goes to support the local SPCA's in each of our regions.

In Canmore we have gone one step further to care for our furry residents in the wild by endorsing WildSmart – a local awareness program that teaches visitors and residents about living with and respecting wildlife. Through a creative initiative that offer's animals (plush) for adoption at Bellstar's Canmore Resorts, Bellstar aims to educate our guests while also providing them with a fun holiday memory. Guests can happily choose to give Murray the Mystic Moose, Berik the Blackstone Bear or Cody the Lodges at Canmore Coyote a new home, knowing that a percentage of the purchase price is donated back to WildSmart. www.bellstar.ca/pets-can-stay

Stay | AT NK'MIP Resort



There is a growing interest in aboriginal culture and spirituality, as we reflect on traditions and ancient wisdom. We are pleased to introduce NK'MIP Resort (ink-a-meep) - an exciting 4.5 star destination resort in Osoyoos, British Columbia, in the South Okanagan Valley. Osoyoos Indian Band has partnered with Bellstar and Vincor Canada to create a comprehensive destination that includes 226-suites of luxury accommodation at Spirit Ridge Vineyard Resort & Spa, an award-winning on-site winery – NK'MIP Cellars, desert links-style golf at Sonora Dunes, interpretive programs on culture and this unique natural environment at the

state-of-the-art NK'MIP Desert Cultural Centre, desert-inspired Sonora Desert Spa, wine-country restaurant - Passa Tempo and a year-round lakefront RV Park and campground. This multi-faceted aboriginal tourism destination set in Canada's only desert offers a myriad of activities and experiences that embrace the hot, dry weather, warm water lake, aboriginal culture and spirituality. www.nkmip.com

Stay | FOR THE OKANAGAN WINE FESTIVALS



Each year in May (Spring), August (Summer) and October (Fall), the Okanagan Valley comes alive with wine-themed events, awards, the buzz of new releases and people in search of the year's best varietals. Visit Spirit Ridge and experience Fire & Ice at NK'MIP Cellars in Osoyoos to sample award-winning wines from North America's first aboriginal-owned and operated winery - From \$89/person/night. Stay at Strand Lakeside Resort in Vernon and sample Gewürztraminer and Pinot Gris. Or experience Kelowna area wineries and events and choose to bunk in at Bellasera Tuscan Villa & Piazza on the Okanagan Golf Club. www.owfs.com

Stay | IN THE BLACK - *continuing to grow during tough economic times*



With today's economic conditions, many people who were thinking of investing in a resort property may have put that decision on hold. Some developers have been hit hard and some projects have been delayed or even shut down, so we are proud to say that Bellstar Hotels& Resorts is confident that our business is on track to grow by 20-30 % over the 2009/10 period.

Bellstar was established in 2003, and today has more than 500 units in our collection. We are aggressively acquiring management contracts for new and existing properties and developing exciting new resorts. Another big reason for our success is that in this time of difficulty in obtaining capital, Bellstar has secured financing for all of its new projects. Although we are scaling back on the size of some projects, Bellstar is going ahead with a number of unique developments that have attracted investors and buyers. www.bellstar.ca/about

Own | SPIRIT RIDGE



The third and most luxurious phase of Spirit Ridge Vineyard Resort & Spa and the South Okanagan's first private residence club in Osoyoos is now available. Phase Residence Club of Spirit Ridge, will feature 37 luxurious casita-style villas, tucked between desert cliffs and Sonora Dunes Golf Course, with spectacular views of Lake Osoyoos and the Okanagan Valley. The Club will offer its fractional and whole owners a 4,500 square foot private clubhouse and swimming pool in a vehicle-free, golf cart environment. www.ownspiritridge.ca

Stay | IN THE LOOP - CONTACT US TO LEARN MORE!

Interested in joining us on an exciting destination story research trip, or working with us on an individual media visit with your own story focus, please get in touch and let us know your ideas, as we would love to assist!

Jessica Harcombe Fleming

Bellstar Hotels & Resorts

Tel: 403.695.3453

Cell: 403.969.8703

E: jessica@bellstar.ca

Media Website: www.bellstar.c/media/