



ROCKY MOUNTAINEER®

2 for 1 AIR LIMITED OFFER FROM MAJOR GATEWAYS

Rocky Mountaineer Celebrates 20th Anniversary with a “Brand” New Look and a New Presence in Quebec

Montreal, May 4, 2010 - Rocky Mountaineer, a true Canadian success story, is celebrating its 20th anniversary in 2010 with a brand new look, and an expanded Quebec team supported by a bilingual website and advertising campaign. Rocky Mountaineer, named one of the World's Greatest Trips by *National Geographic*, is renowned for its unique Canadian vacation packages and four spectacular rail routes through that travel through the scenic landscapes of British Columbia and Alberta.

“Over the years, Rocky Mountaineer has welcomed thousands of French-speaking travellers onboard our trains,” says Hubert Wat, Vice-President, Marketing of Rocky Mountaineer. “We’re excited to implement more enhanced services to our French-speaking guests and to work with a new team that will help further our position in the Quebec market.”

Rocky Mountaineer has strengthened its presence in Quebec with a team that includes Raynor and Company Communications, who will implement a strategic media outreach campaign to build awareness for Rocky Mountaineer in Quebec, and Tours Chanteclerc, a leading Quebec tour operator specializing in North American destinations.

The company, now celebrating 20 years of award-winning rail service marks its 21st season with a limited time *2 for 1 Air* offer from select cities across Canada for travellers who book a Rocky Mountaineer Vacation Package of seven nights or more. Available from now until May 28, 2010, the *2 for 1 Air* offer includes a free flight on Air Canada between Halifax, Montreal, Toronto, Ottawa, Winnipeg, Regina, and Edmonton. This exclusive offer is only available for limited departure dates between April 23 and October 7, 2010. Further restrictions may apply.

The Vancouver, BC based business has gained strength and recognition since it first began service in 1990. Today, Rocky Mountaineer is the largest privately owned passenger rail service in North America. Best known for its two-day, all daylight rail journey through Canada's West and the Canadian Rockies, Rocky Mountaineer is also internationally-acclaimed for the quality of its service staff, its culinary excellence and the spectacular scenery it passes through.

For more information on the *2 for 1 Air* offer or to receive a copy of the 2010 Rocky Mountaineer brochure, please contact your local travel professional or Rocky Mountaineer directly at (800) 665-7245, or visit rockymountaineer.com.



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About Rocky Mountaineer

Rocky Mountaineer offers 45 unique Canadian vacation packages and four spectacular rail routes through British Columbia and Alberta. This luxurious train travels by daylight through the wild beauty of Canada's West and is the best way to experience the majestic Canadian Rockies. The Rocky Mountaineer also runs a three-hour journey with breathtaking scenery between Vancouver and Whistler, BC. Now in its 20th year of operations, the Rocky Mountaineer has grown to become the largest privately owned passenger rail service in North America and welcomed its one millionth guest in 2008. Rocky Mountaineer has been honored with four World Travel Awards as "World's Leading Travel Experience by Train" and was recently named by *National Geographic* as one of the "World's Greatest Trips."

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