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EMA MARKETING TO REPRESENT TOPNOTCH RESORT AND SPA IN GREATER TORONTO AREA

August 2008 (Stowe, VT) – Topnotch Resort and Spa has announced the appointment of **EMA Marketing** to represent Topnotch Resort and Spa in the Greater Toronto area as well as throughout Canada.

“EMA comes with a superb pedigree and track record in the Canadian Group Destination Meeting Market,” said Dan Oberlander, Managing Director of Topnotch. “Given the strong Canadian dollar and proximity of Vermont, this market has become our prime focus and a segment that Topnotch Resort would love to encourage.”

EMA Marketing will represent Topnotch Resort and Spa, recipient of the AAA/CAAA Four Diamond Award, to Meeting and Incentive buyers, corporate planners associations and travel agencies.

A model of sophisticated rusticity in the rolling mountains of Vermont, Topnotch Resort & Spa is a premier New England destination retreat offering endless recreational pursuits in a thoroughly luxurious atmosphere. A AAA Four Diamond property perched on 120 acres near the village of Stowe, the resort offers 68 guest rooms and suites dressed up in European Country Manor style, with contemporary amenities and most with exceptional views of the lush Green Mountains. Topnotch also has a selection of 40 luxurious one-, two- and three-bedroom resort homes – the last ranging over 2,500 square feet – each with its own personality and full resort privileges. In June 2006, Norma’s Restaurant opened at the resort, serving eclectic cuisine in a casual setting, with an inviting open kitchen.

Acclaimed as one of the Top 10 Resort Spas in America by Spa Finder and as the #10 Resort Spa in North America by the readers of Condé Nast Traveler on the 2007 Spa Poll, voted #1 for service, the recently renovated Topnotch Spa covers 35,000 square feet, including 30 treatment rooms in which to experience more than 120 exotic and rejuvenating treatments and services. For sports and leisure, the resort features a Tennis Center with indoor and outdoor courts, cross-country and downhill skiing, a wealth of fitness pursuits at a state-of-the-art Fitness Center, an indoor pool with a cascading massage waterfall, a new whirlpool/Jacuzzi, and two new outdoor pools – one of which will be heated year-round. Topnotch was honored as the #4 best ski resort in North America and the highest rated in New England in the 2007 by Condé Nast Traveler Ski Poll. The Tennis Center at Topnotch played host to the Fed Cup Semifinal Tie in July 2007 and has been recognized as the #1 tennis resort in the Northeast in 2006 by Tennis Magazine.

Pets are welcome in select guest rooms and suites at the resort. Topnotch Resort and Spa is a member of Preferred Hotels & Resorts and Associated Luxury Hotels.
www.topnotchresort.com.

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