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AARON SMITH NAMED DIRECTOR OF MARKETING AND OPERATIONS FOR ADVENTURE WEST RESORTS

VANCOUVER, BRITISH COLUMBIA, June 25, 2008 – With a proven track record and reputation for outstanding leadership and ingenuity, Adventure West Resorts is pleased to announce the promotion of Aaron Smith from Marketing Manager to Director of Marketing and Operations. In Smith's new and expanded role, he will oversee all marketing, operations and human resources management of the Elkin Creek Guest Ranch, Ocean Explorer Sportfishing and Adventure Fjord Heliskiing.

Well respected in the travel and tourism industry, Smith has worked with Adventure West Resorts since 2005 where he has successfully increased the brand awareness and growth for this unique privately owned company. Prior to starting with Adventure West Resorts, Smith was the Vice President of Marketing for Flight Centre Group and Manager of Marketing and Special Projects for Great Canadian Casinos.

"I look forward to meeting the challenges of building both a sustainable tourism model and adding to British Columbia's richly diverse brand," says Aaron Smith, Director of Marketing and Operations for Adventure West Resorts. "We are ever-committed to improving the lifestyles of our guests, colleagues, peers, as well as the communities in which we are a part."

From 2006 to 2007, Smith sat on the Board of Directors for the Cariboo Chilcotin Coast Tourism Association and is in promoting tourism to the region.

Adventure West Resorts is a multi-faceted destination experience provider that delivers an authentic Canadian adventure. Experience the unexpected with Ocean Explorer Sportfishing,

Adventure Fjord Heli-skiing, and Elkin Creek Guest Ranch. For more information and reservations, call 1-877-3-GO-WEST (1-877-346-9378) or visit www.adventurewestresorts.com.

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