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THE PEAKS RESORT & SPA ANNOUNCES MAJOR UPGRADES AND RENOVATIONS FOR THE 2010-2011 WINTER SEASON

Nov. 2 2010 - (Telluride, CO.) The Peaks Grand Heritage Resort & Spa of Telluride, CO. announced major renovation completions, hotel upgrades and additions for the upcoming season. The premier hotel of Telluride, Colorado invested over 13 million dollars into the property within the last year. The Peaks Grand Heritage Resort and Spa continues to be the perfect year round destination for the entire family.

New At the Peaks Resort and Spa This Season:

All Room Renovations Are Completed

161 luxurious guest rooms including 32 suites have been upgraded with the most elegant of furnishings and details. All feature the magnificent views of the San Juan Mountain range and the Telluride Ski area. Our ski in/ski out amenities, on site superior spa, cosmopolitan rooms and tranquil surroundings provide the complete mind and body rejuvenation experience and wrap each guest in comfort and style.

The Great Room and Palmyra Decks

To be completed by Dec. 2010, two new decks off the Great Room and Palmyra Restaurant will solidify the Peaks as the best après ski location in Telluride! Lounge with cocktails, nosh on superior appetizers, or bask in the alpenglow by one of the six outdoor fire pits after a long day of winter sports and activities. An exciting new winter lunch menu features the amazing "Grilled Cheese Menu" paired with wine by the glass. Live music daily on Palmyra Deck will be coming this spring!

New Game Room

Our new 1600 square foot game room, located on the second floor, is great entertainment for the entire family! Pool, foosball, and video games are just a few of the additions to spark up nightly fun.

Helitrax Services Now Offered In the Peaks Hotel

The Peaks is proud to offer helicopter skiing this year with Helitrax of Telluride. The oldest heli-skiing operation in Colorado, Helitrax has moved offices to the convenient hotel lobby. This intermediate to expert adventure is hailed as 'a must' while vacationing in Telluride.

The North Face Opens a New Store in the Peaks Hotel

Highly regarded as one of the most desirable and fashion forward in winter gear and apparel, the North Face has opened a store in conjunction with Telluride Sports on the main level of the resort. The store now adds to a wide variety of retail options in the hotel, including Telluride Sports Rental and Retail Stores.

Improved Guest Service and Amenities

Our dedication to service is our defining characteristic, and for 24 hours a day, every day, the Peaks Resort and Spa is at your service. We will administer to every detail of your stay, as our trained staff is here to make certain your vacation is the best ever.

Kids Camp will be opening again for the ski season offering activities for our smaller guests.

We have also updated our wireless internet access with fiber optics offering the highest speed connection available on the market today.

The Telluride Ski Resort is truly unmatched in North America with 18 lifts, 125 trails spread across 2,000 acres of terrain, snowmaking and four terrain parks, with alpine and telemark skiing, snowboarding, cross-country skiing, and snowshoeing featured.

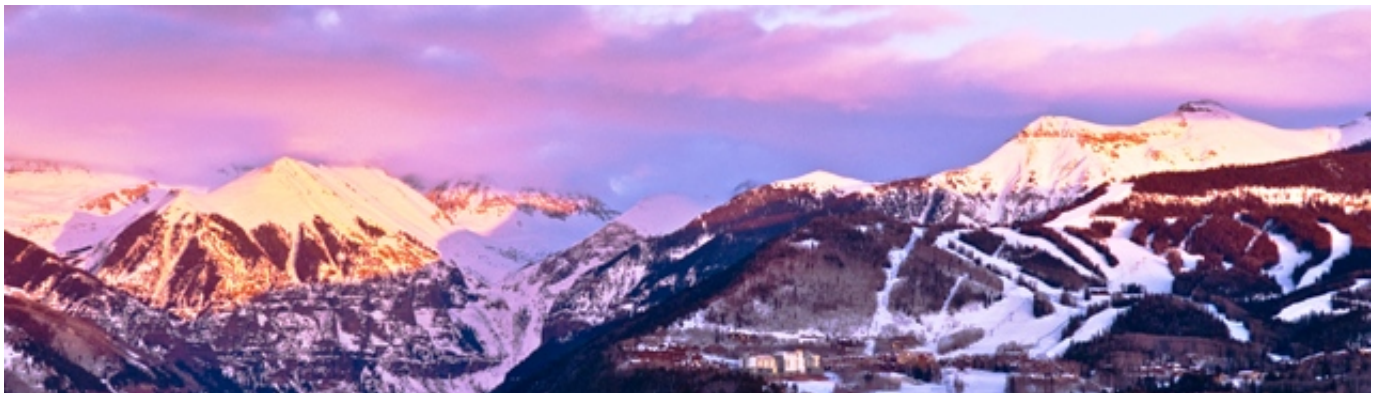
About The Peaks Resort & Spa

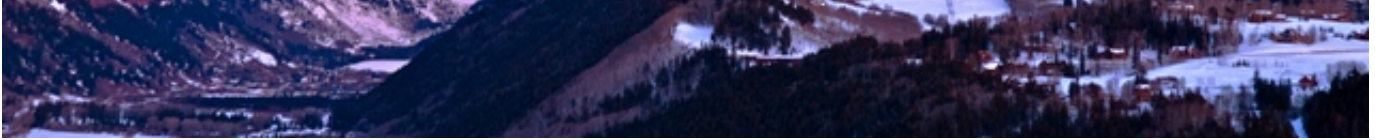
The Peaks Resort & Spa is Telluride's premiere full-service resort hotel. This year-round resort property includes guest rooms, Penthouses and Private Residences.

The Peaks features ski-in, ski-out access, ski valet and ski rental services in the winter and is the home to the Pro Shop for the Telluride Golf Resort championship course. The resort's signature restaurant, the Palmyra, opened in Dec. 2009 to rave reviews. Other superior dining options include the Great Room, The Lift, Legends and Deep End Grill (summer only), as well as in-room private dining. The hotel is also home to Colorado's oldest heli-skiing operation, Helitrax, with the main office and heli-pad located on site.

The Spa at The Peaks Resort, at 42,000 sq. ft., is the largest spa in Colorado. The Spa features 32 treatment rooms and a variety of signature treatments. A full service salon, Oxygen Room, fully-equipped fitness center, yoga and Pilates studios, indoor climbing wall, gender specific steam rooms, saunas, hot tubs and Roman tubs, a three-lane lap pool, indoor/outdoor heated pools and hot tubs with Telluride's only water slide are also featured at the resort.

For more information, check our website at www.thepeaksresort.com or call 800-789-2220 for reservations.





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