

FOR IMMEDIATE RELEASE



VacationRoost and HDR Homes introduce HDReal™ imagery solution to VacationRoost Preferred Partners

- Partnership gives Preferred VacationRoost Partners access to industry leading imagery -

Denver, CO - May 24, 2012 - VacationRoost and HDR Homes have partnered to bring VacationRoost Preferred Partners the opportunity to upgrade vacation rental imagery using HDReal™ technology, a fast and affordable professional photography solution. Properties marketed with HDReal™ images are proven to get more online inquiries and book more often than properties utilizing other solutions. Preferred VacationRoost Partners who utilize HDReal™ imagery will enjoy premium merchandising and positioning on VacationRoost.

"I have not seen another solution that offers the efficiency, value, consistency and results that HDReal™ provides," said Kristen Cherry, Director of Market Management for VacationRoost. "This partnership will allow our partners to further improve their online presence, resulting in greater visibility and more bookings."

"We believe that images are so important for converting the sale, that we have negotiated a Buy 5 Get 1 property free position with HDR Homes," said Julian Castelli, CEO for VacationRoost. For example when a VacationRoost partner hires HDR Homes to produce HDReal™ images for their 60 unit portfolio, that partner receives 10 free photo shoots and pays for only 50; a savings of \$1,600 off HDR Homes already low prices.

Developed by Denver-based HDR Homes, HDReal™ has been proven, through real world online testing, to result in more online viewings and more bookings as compared to other photography solutions. HDReal™ uses proprietary algorithms and a highly sophisticated image processing engine to generate the most marketable and engaging real estate photography available anywhere.

"We are excited to be able to offer Preferred VacationRoost Partners the proven competitive advantage that HDReal™ technology provides," said Jeff Corn, Co-founder and CEO of HDR Homes. "Introducing HDReal™ imagery to VacationRoost's already robust online platform will allow their Preferred Partners to see more online activity and more bookings, while taking advantage of significant cost savings."

About VacationRoost

With more than 150,000 [vacation rentals](#) in 84 beach and ski destinations across North and South America, [VacationRoost.com](#) offers the largest selection of professionally managed vacation homes and condos throughout its network of websites and affiliate partners. Travelers can search, compare and book their vacation rental online, or work with an experienced destination expert to find the perfect vacation home for their vacation. VacationRoost's team of travel professionals is committed to making booking a vacation rental as easy as booking a hotel room online. For more information, visit [www.vacationroost.com](#).

About HDR Homes

HDR Homes was founded in 2010 and has quickly become a leading provider of vacation rental imagery nationwide. HDR Homes developed the proprietary HDRReal™ image processing system to create a whole new standard in real estate photography and marketing. Using HDRReal's™ powerful and intelligent automation, the company produces real estate marketing images that have been shown to generate traffic to online listings and engage vacation renters in the evaluative process. HDR Homes supports the HDRReal™ system with a comprehensive array of marketing tools and platforms to ensure that each property is marketed as thoroughly and effectively as possible. For more information, visit [www.hdrhomes.com](#).

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For further information, please contact:

VacationRoost:

Maile Keone, VP, Marketing
801.559.3291
press@vacationroost.com

HDR Homes:

Darrin Harris Frisby, VP, Business Development
303.482.2999 x4
darrin@hdrhomes.com