

Vail Resorts Inc.

Online travel and hospitality packaging

Datalex's new generation Web Services technologies enable complete destination travel packages to be distributed over the Internet.

Datalex's solution enables Vail Resorts to assemble a broad range of product and content for Internet distribution and extends the destination's scope for dynamic packaging and connectivity to inventory management systems. The technologies are designed for use by travel suppliers to aggregate and package multiple product types, including traditional air, car, and hotel products, with leisure activities such as spa, golf, and ski, for distribution across multiple channels.

Objectives

- ★ Provide a guest-centric online customer self-service system.
- ★ Enable seamless booking transaction process from purchaser through supplier.
- ★ Encompass all travel components available in one system.
- ★ Enable online packages to be created dynamically.
- ★ Implement promotions rapidly through dynamic pricing and rules capabilities.
- ★ Facilitate yield management, distribution and consistency across all channels.
- ★ Increase sales productivity, sales retention and booking efficiency while lowering operating costs.

Multi-component packaging with online booking for hotels, resorts, destination management organizations, travel and transportation suppliers.



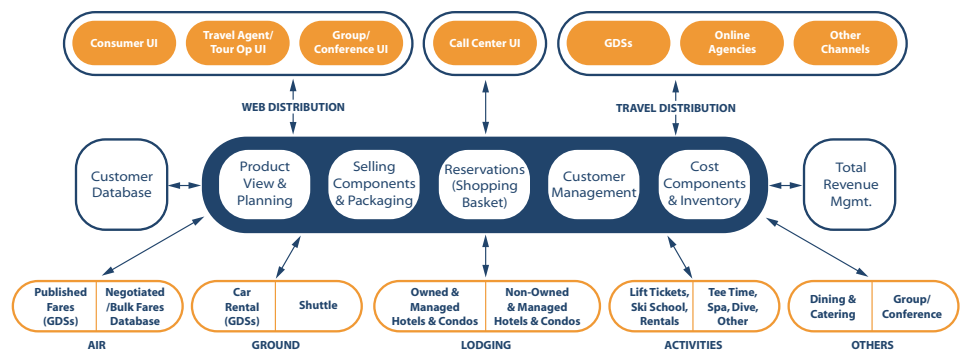
VAIL RESORTS™

- ★ Vail Resorts Inc. is the premier mountain destination resort operator in North America.
- ★ The company's subsidiaries operate the mountain resorts of Vail, Beaver Creek, Breckenridge and Keystone in Colorado and Heavenly in California and Nevada, and the Grand Teton Lodge Company in Jackson Hole, Wyoming.
- ★ Vail Resorts controls and manages 25 percent of the bed base across its four Colorado resorts.
- ★ Vail Resorts Website is www.snow.com.
- ★ Vail Resorts is a publicly held company traded on the New York Stock Exchange (NYSE:MTN).

Development Overview

Vail Resorts Inc. is the premier mountain destination resort operator in North America. The company's subsidiaries operate the mountain resorts of Vail, Beaver Creek, Breckenridge and Keystone in Colorado and Heavenly in California and Nevada, and the Grand Teton Lodge Company in Jackson Hole, Datalex partnered with Vail Resorts Inc. to build an Internet booking system to represent the breadth of facilities available at its destinations, including accommodations, transportation and activities. The initial phase of the solution is implemented at the www.snow.com site, providing visitors with robust search, selection and purchasing functionalities for its mountain resorts.

Datalex continues to develop and integrate the technologies into its portfolio of Internet booking solution components as both a Web portal and call-center application that reaches into the inventories of multiple travel suppliers to enable vacation components to be distributed through all wholesale, retail, electronic, online and on-site channels.



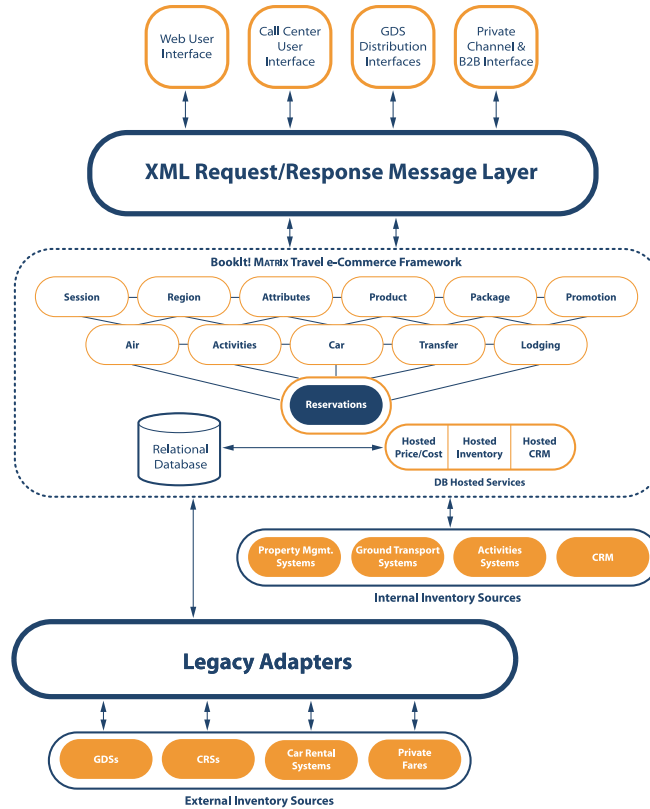
CLIENT CASE STUDY

System Overview

Datalex's booking system is based on an extensible Web Services framework supported by a series of interoperating functional servants, handling requests for product information and reservations from any interface or distribution channel capable of XML messaging.

Product and reservations requests are directed to the appropriate host inventory source, according to rules established in the system's database. This permits connectivity to existing central reservations or property management systems for real-time lodging rates and inventory information, and to aggregate this information with rich content, managed and served from the system database. The product supports connectivity via legacy system adapters to the major Global Distribution Systems for selling air transportation and car rentals.

The travel distribution system conducts component sales from an array of air, lodging, car rental, ground transportation, activities, shows and attractions in adherence with complex package selling rules and restrictions as well as innovative support for promotional rates.



Technologies and system components will be available for development into customized solutions for travel supply and distribution enterprises, including:

- ★ Hotel property groups
- ★ Large-scale resort operators
- ★ Destination marketing organizations
- ★ Gaming complex enterprises
- ★ Sports/activity resorts - ski, golf, spa etc.
- ★ All inclusive property groups
- ★ Travel package suppliers
- ★ Online and retail travel organizations
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Functional Highlights

- ★ Content: Detail-rich product information including extended multi-language descriptions of the product as well as destination information.
- ★ Searches: Regional, price based, amenity, attribute and unit type, with ranked results.
- ★ Packaging: Dynamic, à la carte and pre-built components available online, including ski-lift tickets and activities.
- ★ Dynamic rules engine: Allows administrators to create new rules for promotions, pricing, inventory and packaging and to rapidly implement targeted and seasonal discounts.
- ★ Connectivity: Capable of making dynamic calls to locally held inventory on suppliers' own PMS/CRS systems and to selected external systems for availability and pricing.
- ★ Air fares: Access to private-fare pricing and availability, using Datalex's **BookIt! FARES™**.

Development plans include a call center user interface and GDS distribution support that will use the existing message framework. This will provide an unparalleled unified view of rates, inventory, reservations, customer and product information to all distribution channels.

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