



Hôtel de Glace

PRESS RELEASE

For immediate release

The Hôtel de Glace is celebrating its 10th anniversary!

Sainte-Catherine-de-la-Jacques-Cartier, June 29, 2009 - The Hôtel de Glace has commenced the preparations for its 10th anniversary that will be held from the 4th of January to the 4th of April 2010. Many creative and unique ideas will be taking place through out the year. Some changes have already started on the Web site. When visiting the www.hoteldeglace-canada.com you can see new pictures as well as unseen videos that will transport visitors to a magical winter wonderland that is the Hôtel de Glace.

The Hôtel de Glace promises to astonish guests for the 10th anniversary. The first step is our welcome page www.hoteldeglace-canada.com pictures have been added to help visitors live the unique experience. There are many ways to be a part of this world renowned event, either for the ultimate experience of an overnight stay or visiting the construction itself. We also celebrate over 25 weddings every year with couples from all over the world!

For those who would like a more realist look at the Hôtel de Glace there is a section called «Virtual Tour» where you can see different parts and rooms in a 360 angle (www.hoteldeglace-canada.com/images.php?action=visite). There is also a new video that presents all the different types of experiences in images. To see the video you must click on the link «Discover the Hôtel de Glace» on the following page <http://www.hoteldeglace-canada.com/images.php?action=video>.

The Hôtel de Glace through out the years

In the past 9 years, the Hôtel de Glace has welcomed over a half of million visitors, 25 000 guests on overnight stay, over a 130 couples who united there destiny in our Ice Chapel, and over 75 000 guests in different events. Entirely redesigned every year, the Hôtel de Glace offers 36 rooms and theme suites, an Ice Café, an Ice Bar, a majestic chandelier, a Grande Ice slide and an Ice Bar where guests can unwind with a cocktail served in an ice glace, very refreshing!

10th anniversary of the Hôtel de Glace from January 4 to April 4, 2010

- 30 -

For information:

Marie-Eve Laganière, Communication and Media Relations Consultant

Tel.: (418) 875-4522 extension 101 - Toll free (Can/USA): 1-877-505-0423

Email: melaganiere@hoteldeglace-canada.com

Web site: www.hoteldeglace-canada.com