



NEWS RELEASE

For Immediate Release

Pink Jeep Tours to Become Preferred Tour Provider For Enchantment Resort

Sedona, AZ (Jan 7, 2007) -- Pink Jeep Tours, the premier adventure tour company of Northern Arizona, will become the preferred onsite Jeep tour provider for Enchantment Resort starting January 6, 2008. Pink Jeep Tours has created three unique programs for Enchantment Resort's guests.

An invigorating way to start the day, The Backpack Breakfast Tour incorporates a Jeep tour with a hike amongst the spectacular red rocks of Sedona. Resort guests will be served a delicious and healthy continental breakfast while on one of the most visually stunning hiking trails in Sedona.

"Pink Jeep Tours' expert guides educate guests about Native American culture, the flora and fauna, geology and Sedona history while on the drive and on the hike," said Shawn Wendell, owner of Pink Jeep Tours. "The tour also can be customized to incorporate one of 10 other popular and scenic hiking trails throughout the Coconino National Forest in Sedona."

The Naanatim Honanki Adventure is designed specifically for families to experience the intriguing history and culture of the Southwest in an entertaining, family-oriented atmosphere. (Naanatim means family in the Hopi language). This distinctive family adventure includes Pink Jeep Tour's popular Ancient Ruin Tour and several family activities. Pink Jeep Tours' professional guides will walk each family through the Honanki cliff dwelling, a Sinaguan Cliff dwelling that was built in the 12th century. The guides will relate modern family life to the lifestyle of the Southern Sinaguans more than 700 years ago.

After the tour of Honanki, family members will participate in several interactive programs that are both fun and rewarding, including "Wild Animal Scramble", "Tree Silhouette", or "Scavenger Hunt".

Pink Jeep Tours also has designed a tour for Enchantment Resort's Camp Coyote program for children ages 8-12. Pink Jeep Tours has offered a variation on the ROCKS Program (Reinforcing Our Children's Knowledge of Sedona) to schools in the Verde

- more -



Valley for the past four years. Campers will visit the Honanki Ruin site and professional guides will explain and tell stories about the pictographs and petroglyphs on the rock walls, providing interpretations of the customs, myths and legends of the Native Americans who lived there. Interactive games also will be conducted to make campers more aware of their surrounding and appreciate the beauty of nature and the Native American culture.

For more information, please contact Pink Jeep Tours at (800) 873-3662 or www.PinkJeep.com or Enchantment Resort at 928-282-2900 or www.enchantmentresort.com/activities/sedona.cfm

Pink Jeep Tours was founded in 1960 and has its corporate headquarters in Sedona, Arizona. It serves visitors from around the world with a corporate fleet of 63 vehicles and is the only Jeep tour company with guide trainers certified by the National Association for Interpretation on its staff.

Enchantment Resort, awarded honors by Condé Nast Traveler and Travel + Leisure magazines in 2007, is two hours north of Phoenix in the towering red rocks of Arizona's Boynton Canyon, near Sedona. A member of The Leading Hotels of the World, Enchantment features 220 guest accommodations in adobe-style casitas with Southwestern décor, an array of outdoor adventures and award-winning spa services. Mii amo, a destination spa at Enchantment ranked "world's best destination spa" in 2007 by Travel + Leisure readers, offers signature treatments ranging from crystal baths to Watsu exclusively to guests of Enchantment and Mii amo.

Enchantment Resort is part of the portfolio of the Enchantment Group, a spa and resort development and management firm. The company was the first in the industry to add a destination spa to a resort community, opening Mii amo at Enchantment Resort in January 2001. Enchantment Group's holdings also include the Tides Inn in Virginia.

For reservations, please call 1-800-826-4180, or visit the Web site, www.enchantmentresort.com

###

Media Contact: Babs Harrison, Sheila Donnelly & Assoc (212) 851-8425