

Media contact:

Phil Costantini
Premier Resorts at Barefoot Resort
843 390 7001; pconstantini@barefootgolfresort.com

Jeff Blumenfeld
Blumenfeld and Assoc. PR
203 655 1600; jeff@blumenfeldpr.com

**PREMIER RESORTS AT BAREFOOT RESORT OPENS NEW
LAKESIDE CONFERENCE CENTER IN NORTH MYRTLE BEACH**
Time Capsule to Be Sealed in June

NORTH MYRTLE BEACH, S.C. (June 2, 2008) – The new Lakeside Conference Center, located at Barefoot Resort in North Myrtle Beach, S.C., celebrated its grand opening on May 30 with a ribbon-cutting ceremony hosted by Premier Resorts, the developer and manager of the conference center and many other new amenities at Barefoot Resort.

The grand opening festivities included a display of time capsule artifacts collected by first grade students at North Myrtle Beach Primary School. The time capsule, which will be sealed on-site in June, will remain closed for 25 years.

The Lakeside Conference Center will bring a new and often-requested corporate convention and meeting venue to North Myrtle Beach. Offering over 17,000 square feet of luxury meeting space, the versatile conference center is also supported by state-of-the-art audiovisual equipment, complete food and beverage facilities, an inviting porte cochere entrance, lighted parking, and peaceful lakeside views from large, multi-level verandas.

Adjacent to the conference center and located in the new Guest Registration facility is the new Barefoot Resort Spa and fitness center. Premier Resorts also manages the nearby Dockside's Grille restaurant and the 142-slip marina at the Barefoot Resort Yacht Club.

The new conference center and other facilities join the more than 300 condominiums already managed by Premier Resorts at Barefoot Resort. The resort provides a variety of first-class amenities and accommodations for group and corporate functions, weddings, and other social events. Accommodations managed by Premier Resorts range in size from one- to four-bedroom condominium suites and penthouse units, many of which include views overlooking the Intracoastal Waterway or one of the resort's four championship golf courses.

Barefoot Resort is located at 2200 Premier Resorts Blvd., on the west bank of the Intracoastal Waterway at mile marker 354. It is just 15 minutes from the Myrtle Beach International Airport and directly across the waterway from popular Barefoot Landing, with its more than 100 shops, restaurants and theaters. The resort includes the largest saline pool in South Carolina as well as the famous Dye, Love, Norman and Fazio golf courses.

For reservations, tee-times or meeting information, please contact Premier Resorts at Barefoot Resort, 877 237 3767, stay@barefootgolfresort.com, www.barefootconferenceresort.com.

Premier Resorts International, Inc. manages conference facilities and vacation destination resorts throughout North America, including an inventory of almost 8,000 rooms at ski, beach and golf resort locations in Orlando, Fla.; South Lake Tahoe, California; Breckenridge, Vail and Telluride, Colorado; Kauai and Maui, Hawaii; Sun Valley, Idaho; Bend, Oregon; Park City, Utah; North Myrtle Beach, South Carolina; San Juan Islands, Washington; Los Cabos, Mexico; and Punta Mita, Mexico. It is headquartered at 1375 Deer Valley Drive South, Park City, Utah 84060; 800-882-4754; www.premier-resorts.com.

Editor's note: For an image of the Lakeside Conference Center, please contact Jamie Gribbon at 203 655 1600; Jamie@blumenfeldpr.com.