

November 2, 2010

Merit Golf & Ski Partnership Acquires Ultimate Travel Group

TORONTO, ON – The Principals of Merit Golf & Ski Partnership, a subsidiary of Toronto-based Merit Travel Group Inc., together with Ultimate Travel Group, are pleased to announce that the companies have finalized an agreement under which the Ultimate Travel Group business and its brands including Ultimate Golf Vacations and Ultimate Ski Vacations will become part of the Merit Group. This will clearly position Merit as the leading Golf and Ski tour operator in Canada.

“I’m very excited to welcome Ultimate Travel Group, and their experienced team to Merit. They have built a strong Canadian brand with an impressive and diverse range of products”, said Michael Merrithew, Chairman & CEO, Merit Travel Group Inc., “Our strategy moving forward is to leverage expertise from both businesses to deliver the best golf and ski products on the market.”

“We are thrilled by the opportunity this agreement provides”, said Ron Dawick, President of Ultimate Travel Group. “Our businesses are truly complementary and we expect that a wider product offering will be a benefit to both our clients and mutual suppliers alike.”

The combined company will continue to operate its unique brands: Merit Golf & Ski Vacations and Ultimate Golf & Ski Vacations, and to serve all market sectors, including selling direct to the high-end luxury segment, affordable programs for the broader golf and ski market, FIT – customized packages, groups and wholesale offerings through travel agents. Clients and suppliers should expect no disruption in services through this transition.

About Merit Travel Group

Merit Travel Group, founded in 1991, has grown to become the largest privately-held specialty travel company in Canada. The combined Merit Travel Group serves over 500,000 individual and group travellers, with a staff of more than 500 travel professionals located at 56 offices across Canada.

For more information, please visit www.merit.ca.