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**ALISAL GUEST RANCH & RESORT GEARS UP FOR THE
ULTIMATE UNHOSTILE TAKEOVER WITH THE “RENT THE RANCH” BUY OUT**

*Companies Have Full Reign of 10,000-Acre Working Cattle Ranch
In Santa Barbara’s Outback*

(SOLVANG, CA)– The ultimate “unhostile takeover” has become the latest trend in destination resort marketing. Imagine commandeering a world-class retreat, driving the stoves, golf range or rodeo; entertaining clients or family on a grand scale—your way, your style.

Alisal Guest Ranch & Resort in the heart of Santa Barbara’s wine country taps into this new trend of private ownership (albeit for a night or two) offering meeting and convention groups/events full reign of the 10,000-acre ranch and run of the roost from the dual golf courses to the equestrian center. The price tag to name your game starts at \$43,000.00 per night, two-night minimum, based on space availability.

Bringing new meaning to the term “buy out,” the Alisal Guest Ranch and Resort has three distinct programs, each customized to fit the needs of guests. Groups can disconnect from the big city bustle and design their own getaway with the great outdoors as a canvas. Fire it up with the executive chef, serenading singing cowboys, hit the putting green at midnight with the Alisal’s golf pros – the options are endless.

Click out and recharge in a telephone-and-television-free environment bathed in green and crystal clear air. And now equipped with Wireless access throughout the Ranch, Alisal has everything meeting and convention groups need to remain in touch. Day trips include group horseback rides; naturalist hikes through the outback to a variety of private picnic spots, mountain biking or four-wheeling it through the wine country with a line-up of 70+ world-class wineries.

CEOs can fan the corporate flame with a casino night set in a wild west outpost or pamper top executives with a Mardi Gras madness party featuring Creole/Cajun cuisine and exuberant entertainment. The Ranch’s top team of professionals will create a sophisticated soiree complete with chamber music to an over-the-top retirement bash certain to turn colleagues green. Northrop Grumman, Crown Capital, St. Joseph’s Medical Center and Brotman Medical – in addition to private parties – have cashed in on this new concept with stunning results.

“Now, more than ever, top level executives and families are seeking exclusivity for their annual meetings and retreats. Our unique “Rent the Ranch” program provides a remote, self-contained setting with unrivalled custom-designed itineraries,” says General Manager David Lautensack. “We hand them the deed and the keys and roll out an unparalleled experience.”

The full-service resort blends first-class amenities with 73 studios and guest suites set on a 10,000-acre working cattle ranch. Groups enjoy two 72-par championship golf courses, tennis and a top-

notch equestrian program with a string of 100-quarter horses. Boating, fishing, kayaking on Alisal's 100-acre spring-fed lake are also high on the activities agenda. From Olympic-style games to golf tournaments, cutting it up with the cowboys or roping in an old fashioned Easter egg hunt, ask and you shall receive.

Three new "Rent the Ranch" programs are offered. The top-of-the-line "Rent The Ranch Premier Buy Out" steps up with 73 guestrooms sporting wood-burning fireplaces, gourmet breakfast, a variety of luncheon venues, western-style barbecues, winemaker dinners, live entertainment, golf and fishing tournaments and unlimited use of the Ranch facilities.

An added bonus is the variety of team-building opportunities via the Alisal's top-rated Challenge Course. Sporting both low and high element courses, each activity is custom-designed into the terrain of Alisal Creek. Adventure seekers entangle themselves in a "Spider Web" and "Bridge is Out." The latter challenges members to travel from one platform to another. Groups seeking a real rush can also test their skills by climbing atop a 30-foot high "Pamper Pole" and leaping to a hanging tetherball.

On a smaller scale, the "Rent the Ranch Intrinsic Buy Out" offers a full range of unlimited activities from tennis on seven courts, horseback riding, volleyball, croquet, fly-fishing, canoeing and sailing paired to studio accommodations, choice of diverse meeting space, country-style breakfast and morning coffee breaks. Guests also treated to their own creekside luncheon, a western-style outdoor barbecue, gourmet wine country dinner and a colorful breakfast ride to the historic Old Adobe with singing cowboys.

"Rent The Ranch Intrinsic Buy Out"

73 guest studio and suite accommodations

Choice of meeting venue

Audio -visual equipment

Country-style breakfast

Morning coffee break

Luncheon creekside

Western-style outdoor barbecue

Gourmet dinner

Breakfast horseback ride to the historic Old Adobe

Unlimited activities including golf, tennis, horseback riding, boating and fishing

All taxes and service charges

Price: From \$43,000 per night, double occupancy, two-night minimum

"Rent The Ranch Deluxe Buy Out"

73 guest studio and suite accommodations

Choice of meeting venue

Audio-visual equipment

Floral centerpieces

Country-style breakfast

Morning coffee break

Luncheon creekside

Western-style outdoor barbecue

Gourmet winemaker dinner

Breakfast horseback ride to the historic Old Adobe

Unlimited activities including golf, tennis, horseback riding, boating and fishing

Nightly cocktail reception & live entertainment

Unlimited golf, carts, range balls

Boat rental

All taxes and service charges

Price: From \$53,500 per night, double occupancy, two-night minimum

“Rent The Ranch Premier Buy Out”

73 guest studio or suite accommodations

Choice of meeting venue

Audio-visual equipment

Floral centerpieces

Welcome amenity basket

Country-style breakfast

Morning coffee break

Luncheon creekside

Western-style outdoor barbecue

Breakfast ride to the historic Old Adobe

Unlimited activities including golf, tennis, horseback riding, boating and fishing

Nightly cocktail reception with premium bar, live entertainment

Winemaker Dinner

Cowboy brunch

Nightly turn-down amenities

Unlimited golf, carts, range balls

Boat rental

Challenge Course Program

Golf tournament

Fishing derby

Alisal rodeo

Mini Olympic competition

All taxes and service charges

Price: From \$74,000 per night, double occupancy, two-night minimum

*Add-on programs/events can be arranged for a fee.

Alisal Guest Ranch & Resort offers 73 telephone- and-television-free guest cottages and suites, the brand new Alisal Fitness Center & Spa featuring weight and cardio equipment, fitness classes, and indulgent massage and facial treatments; two 18-hole championship golf courses; six tennis courts, and a 100-acre spring-fed private lake with water sports, including fly fishing, canoeing, and kayaking, as well as archery, and an air-rifle shooting range. Alisal Guest Ranch & Resort has long been considered the premier full-service guest ranch for couples, families, and conferences since it opened in 1946. This secluded hideaway is one of the few places where time seems reluctant to move forward.

For additional information, contact the Alisal Guest Ranch & Resort at 800.4.ALISAL, reservations@alisal.com, or visit www.alisal.com.

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FOR MORE INFORMATION, CONTACT WAGSTAFF WORLDWIDE AT 323.871.1151