

RIVER RUN COMPANY, INC.

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www.EasternSlopeInn.com

www.AttitashMtVillage.com

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Joseph L. Berry, RRP

President & CEO

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River Run Company originated in 1976 as a developer of ski homes at Attitash Ski Area, nestled in the heart of New Hampshire's White Mountain National Forest. Joseph L. Berry, president and principal stockholder, has overseen River Run's development and operation since its inception. Recognizing the potential to provide award-winning accommodations in the greater Mount Washington Valley region, Joe's vision inspired the launch of New England's first hotel-condominium community, Attitash Mountain Village Resort.

Today, Attitash Mountain Village has become one of the largest resort hotels in New Hampshire, with over 350 units complimented by a comprehensive range of resort amenities. Attitash Mountain Village, located on 60 pristine acres at the base of Attitash Ski Area in Bartlett, serves as the region's premier destination resort. The Suites at Attitash Mountain Village were introduced in 1988 and continue to expand with vacation ownership properties, providing our guests with unsurpassed vacation and unlimited recreational experiences. River Run Company continues to expand this Bartlett, New Hampshire Resort while furthering the development of additional resorts in the region.

Other properties: The historic Eastern Slope Inn Resort had been closed when River Run Company acquired the property in 1980 and fully renovated and revitalized the resort to its current splendor. Consisting of over 200 RCI Gold Crown vacation ownership suites, it is operated as a resort complex boasting five dozen shops, restaurants and over 100 residential

apartments in the very center of North Conway Village. Blueberry Village Condominiums, completed in 2005, are deluxe trailside vacation ownership suites whose quality is unsurpassed in the New England market. Cathedral Trail Homes, completed in 2006, are considered some of New Hampshire's best trailside ski homes. Ski Magazine named these "Mansions on Cathedral Trail" as the "Best Ski Trail Homes in the East." The resorts' locations have lent themselves to continuous expansion over the past four decades and will continue to expand for generations to come.

Joseph Berry & Leadership

Touted as one of the first environmentally sensitive developers in the 1970's, all current and future development is conducted with minimal impact on the natural landscape. Joe Berry stays active in homeowner associations, property management, and ongoing hotel operations to ensure that the value proposition surpasses vacation owner and guest expectations. Joe has been active with ARDA since 1979. Holding a Juris Doctor, he was one of the original organizers for ARDA New Hampshire in 1981 and New England ARDA in 1992. He has been on the ARDA Board of Directors since 2005.

In addition to Joe Berry as CEO, the company is run by Bob Kantack and Irene Donnell, corporate vice presidents, Barbara Harmon, corporate controller, and Dick Schwalbenberg as chief operating officer.

