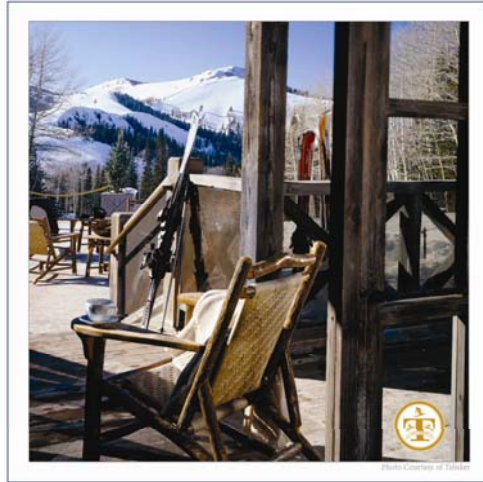


Sotheby's
INTERNATIONAL REALTY



**SOTHEBY'S LONDON EVENT
SEPTEMBER 25, 2008**

INVITATION



INVITATION

4500 invitations were printed and distributed using Talisker imagery and Talisker logo.



ADVERTISING



Discover the Rockies'
Hidden Jewel

PARK CITY

Home of North America's #1 Ski Resort, Deer Valley®
and the Sundance Film Festival

Imagine waking up to champagne powder

Ring the ski butler to bring round your
freshly waxed skis

Make fresh tracks in thigh-high powder

Or carve on fresh corduroy

Dine on gourmet cuisine at your private club

Browse art galleries and boutiques

All this, just thirty minutes from an
international airport

Live every discriminating skier's dream -

Fresh powder, blue skies and white-glove service.

PARK CITY

It's more than a mountain

Find out more about our upcoming
London Event on the 25th September

discoverparkcityliving.com/reply

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Summit | Sotheby's
INTERNATIONAL REALTY

Each Office is Independently Owned and Operated



Photo of Talisker Club | www.talisker.com

COUNTRY LIFE

Sotheby's purchased a page in
Country Life Magazine promoting the
event using Talisker imagery and
logo.



TALISKER
DEER VALLEY

LOCATION

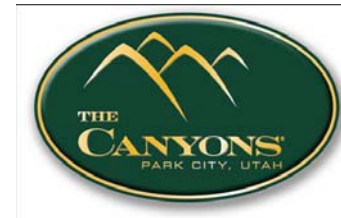
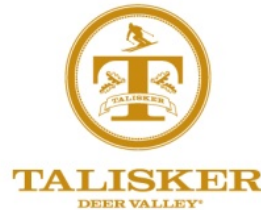


HOME HOUSE LONDON

Home House is London's most exclusive 'Private Members Club' offering personal services in all areas of the House. With approximately 4,000 members and recently expanding and welcoming a limited number of memberships for the first time in years.

PARTICIPANTS

With extensive support from Sotheby's London office, and the Park City Chamber of Commerce, the following participants took center stage in the messaging for the evening:



ENVIRONMENT



In an exquisitely beautiful room at the Home House, Sotheby's brought the magic of Park City to life with four large video screens and images, trail maps, Park City visitors guides and plenty of Talisker collateral.

ENVIRONMENT



ATTENDEES



Over 100 qualified prospects attended.
Many were familiar with Park City and all have a passion for skiing.

ATTENDEES



FOLLOW UP

Talisker to receive list of attendees shortly and we will follow up with a specific letter and appropriate collateral.

Based on the success of this event Sotheby's is planning a follow up event in January to reinforce the Park City message during the ski season.

