

## National Treasure Grand Giveaway Announced Old Hickory Furniture and Yellowstone National Park Lodges Celebrate 100+ Year Relationship with National Contest

**YELLOWSTONE NATIONAL PARK, Wyo. (March 7, 2008)** – Old Hickory Furniture Company and Yellowstone National Park Lodges, operated by Xanterra Parks & Resorts®, announce today the launch of their first-ever **National Treasure Grand Giveaway**. This new contest celebrates the more than 100-year relationship of Old Hickory Furniture in the dining room of the world-famous Old Faithful Inn. Two grand prizes feature the individual “treasures” offered by each company: a complete bedroom of handcrafted furniture from Old Hickory’s new limited edition Yellowstone Collection; or a weeklong getaway at the national historic landmark Old Faithful Inn, majestically situated near the world famous geyser that is its namesake.

The National Treasure Grand Giveaway was created to commemorate the longstanding relationship between Old Hickory and Yellowstone’s lodges. Since 1904 Old Hickory furniture has graced lodges in Yellowstone. In fact, original chairs in the Old Faithful Inn dining room are still in use today. Standing the test of time is a hallmark of Old Hickory furniture. The Old Faithful Inn’s century of use, along with other national park locations, has earned it the reputation as a leading source in rustic furnishings built for generations.



Yellowstone is the world's first national park. Since its creation in 1872, it has served as a universal symbol of wildness, mystery, and natural beauty. The more than three million people from around the world visit Yellowstone each year experience something more powerful than its founders ever envisioned. The historic Old Faithful Inn is one of the impressive historic lodges operated by Xanterra Parks & Resorts® in the park. The Inn serves more than 300,000 visitors annually.

"What better way to celebrate and commemorate this unique relationship than with an exciting contest that we can bring the best our two companies have to offer to our loyal consumers and those who value and treasure the Old Faithful Inn and Yellowstone National Park," says Rocco Liott, president, Old Hickory Furniture.

The contest is open to the public and entry is free. To enter, visit [www.oldhickory.com/giveaway](http://www.oldhickory.com/giveaway) for complete contest details or enter at the Old Faithful Inn. The winners will be announced Sept. 25, 2008 during the Cody High Style Western art and furniture event in Cody, Wyoming at the awards celebration in the historic Buffalo Bill Historical Center.

"Cody High Style is a wonderful celebration of our rich Western lifestyle," says Rick Hoeninghausen, director of sales and marketing for Xanterra Parks & Resorts in Yellowstone. "It's the perfect venue to commemorate our relationship with Old Hickory Furniture and announce our National Treasures Grand Giveaway winners."

For more information, contest rules and complete description of the National Treasures Grand Giveaway, visit [www.oldhickory.com/giveaway](http://www.oldhickory.com/giveaway) or send a self-addressed, stamped envelope to National Treasures Grand Giveaway, c/o Old Hickory Furniture, 403 S. Noble Street, Shelbyville, Indiana 46176.

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**Xanterra Parks & Resorts®** (consisting of Xanterra Parks & Resorts, Inc. and Xanterra South Rim, L.L.C.) operates Old Faithful Inn along with other lodges, restaurants and other concessions at national parks and state parks and resorts. Xanterra Parks & Resorts is the country's largest park concessioner. Xanterra operates concessions in the following locations: Yellowstone, Bryce Canyon, Zion, Crater Lake, Death Valley, Rocky Mountain and Petrified Forest National Parks, and Mount Rushmore National Memorial; and at the Silverado Resort in Napa, Calif.; and eight Ohio State Parks. Its affiliate Xanterra South Rim, L.L.C. operates concessions at the South Rim of the Grand Canyon. Xanterra operates the Grand Canyon Railway in Williams, Ariz.

**Old Hickory Furniture**, recognized as the leading manufacturer of rustic furniture in the United States, was founded in Indiana in 1899, and today its headquarters and primary manufacturing plant is in Shelbyville, Ind. Its customers are among the best known hotels, lodges, resorts, and restaurants in the country, including Old Faithful Inn, Great Wolf Lodges, and many more. In addition, leading retailers throughout the US offer an extensive collection of Old Hickory furniture for every room in the house. The complete line of products can be viewed at [www.oldhickory.com](http://www.oldhickory.com).

### For Immediate Release

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