

Erickson Communities—Point Lookout Resort

- Situation** Point Lookout is a privately owned resort and conference center located in Northport, ME. It was built by MBNA for corporate retreats and events, and was purchased by the Erickson Foundation for use by its staff, Erickson community residents and external groups for parties and events. Ultimately, Point Lookout was aiming to host the first comprehensive retirement assessment center in the country providing middle-aged adults with a scientific and holistic evaluation focused on cognitive health, emotional vitality and active aging. Additionally, the resort would be providing a series of on-site program offerings of continuing education and lifelong learning.
- Solution** Erickson selected Channel Communications to create an identity package as well as advertising and collateral pieces for the facility in order to begin booking both resort and conference attendees. Our work to date includes Point Lookout logo, stationery suite, facility brochure, internal audience email campaign, radio spots, video, facility business print ads, fitness center ads, consumer resort ads, Grand Opening invitation and various data sell sheets and flyers.
- Result** Erickson/Point Lookout has been extremely pleased with Channel's efforts on these assignments. Awareness and resort bookings for both the resort and conference facilities exceeded first-year expectations.



- o resort logo
- o stationery suite



LEAVE THE CITY BEHIND. COME TO WHERE THE MOUNTAINS MEET THE SEA.

379 acres of natural splendor in the wooded tranquility of Ducktrap Mountain near Camden, ME

Upscale accommodations for groups of 10-600

106 perfectly appointed guest cabins

State-of-the-art conference facilities

World-class athletic facilities

Excellent dining options

Take your next meeting to new heights at Point Lookout.

**POINT
LOOKOUT**
RESORT AND CONFERENCE CENTER

- o save the date postcard and email
- o event invitation

As summer begins on Ducktrap Mountain, so does a new era of rustic luxury and gracious hospitality.

Mark your calendar and be among the first to experience the Point Lookout Resort and Conference Center. Our Grand Opening Celebration promises to be as spectacular as the property itself.

Watch the mail for your invitation and in the meantime, save the date:

Wednesday, June 18, 2008
Point Lookout Resort and Conference Center

For more information, please call 800-515-3611.

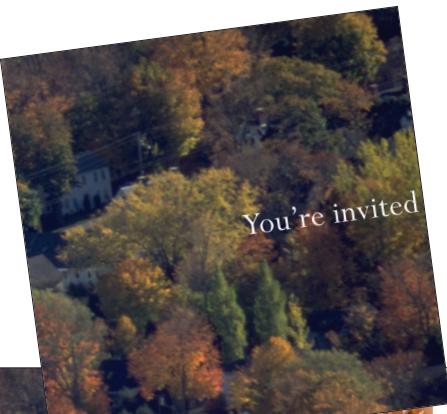


67 Atlantic Highway
PO Box 11
Northport, ME 04849

Save the Date



The Point Lookout Grand Opening Celebration
Consider it the first of many unforgettable events to come.



You're invited to join us for the Point Lookout Grand Opening Celebration.

Every spring, spectacular things happen on Ducktrap Mountain. And this one is no exception.

Overlooking the picturesque Penobscot Bay, the Point Lookout Resort and Conference Center combines 179 acres of natural splendor with upscale accommodations and state-of-the-art conference facilities. We invite you to be among the first to experience it at our Grand Opening Celebration.

Meet our gracious staff. Enjoy fine food, drink and entertainment. Tour the property. And help us usher in a new era of rustic luxury and unrivaled hospitality on Ducktrap Mountain.

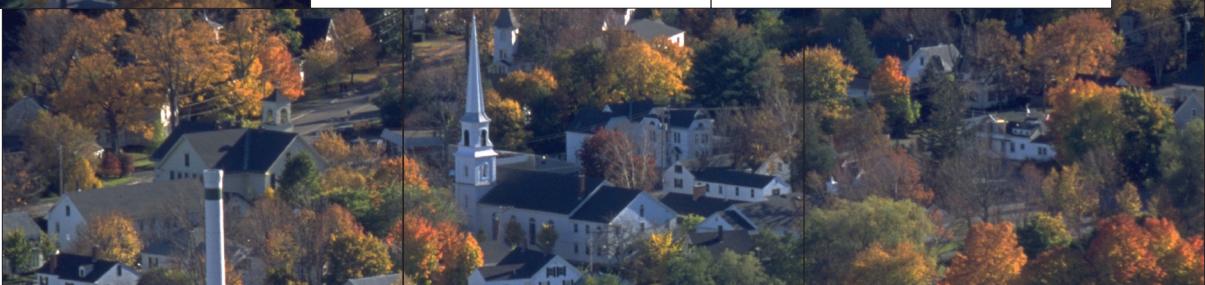
Thursday, July 10, 2008

Opening remarks by John Erickson at 2:00 p.m.

Point Lookout Resort and Conference Center
67 Atlantic Highway, Northport, ME

Parking is limited. Shuttle service will be available from TRD.

To RSVP, call XXX-XXX-XXXX or email
XXXXXX@pointlookout.com. For more
information, call 800-515-3611.



o conference brochure

o data sheets



Point Lookout
RESORT & CONFERENCE CENTER

POINT LOOKOUT
RESORT AND CONFERENCE CENTER



Welcome to Point Lookout, a luxury retreat and conference center overlooking the picturesque Penobscot Bay in Northport, Maine. Point Lookout combines 379 acres of natural splendor with upscale accommodations and state-of-the-art conference facilities.

Staffed by a team of experienced professionals, Point Lookout offers an ideal destination for working while getting away from it all. Your group will enjoy 106 perfectly appointed guest cabins, an 18,000-square-foot conference center, and world-class athletic facilities. All nestled in the wooded tranquility of Ducktrap Mountain. We

Breathtaking views. Four-star accommodations. Cutting-edge conference facilities. The average stay at Point Lookout is anything but.

Surrounded by the awe-inspiring views of the mountains and bay below, Point Lookout offers groups of up to 1,000 an exceptional place to meet, work and play. The property houses 106 rustic yet comfortable guest cabins, each featuring a fireplace and deck overlooking the ocean or forest. The conference center can accommodate approximately 1,000 attendees. Whether attending a meeting or staying the weekend, guests will enjoy a variety of dining options. Our unique facilities include every

Take your meeting to new heights at Point Lookout.

When you hold your meeting or event at Point Lookout, nothing compares to the views of the scenic Penobscot Bay. Our conference and meeting facilities are second to none in terms of space, comfort, technology and amenities. Whether you need space for a meeting room, banquet room or conference room, we have the perfect facility to fit your specific needs. Plus, our expansive windows and open design of all four buildings bring the area's natural beauty inside at every turn.

Conference Center

conference center features a large atrium, fine meeting rooms, a kitchen, and break-out rooms. The large windows make for the perfect venue for meetings and banquets alike. The oceanfront terrace provides an inviting space for cocktail parties and dinners in the



The list of things to do at Point Lookout doesn't end at the property's edge. Many quaint New England towns are off the beaten path, and Point Lookout's location allows visitors to enjoy day trips and cross-country skiing, snowmobiling, whale-watching and ice skating. Local summer activities include tennis, golf, fishing, boating, swimming, kayaking, and the trips to Acadia National Park. And the shops, art galleries and museums provide a year-round diversion for all.

With everything from private porches to upscale furnishings, the amenities in our guest cabins are as all encompassing as the views.

The charming rustic decor, airy screened-in porches and spacious bedrooms bring an air of casual elegance to the 106 guest cabins. Each cabin is fully equipped with the necessities, including cable television, a VCR/DVD player, a stereo system, a telephone, a hairdryer, a refrigerator, a microwave, a propane barbecue, a gas grill and a two-burner cooktop. In fact, there's enough room to entertain guests right in your cabin, so whether you'll feel like you're a guest in your own home or a visitor in someone else's, you can stay connected to work and home with Internet access in each cabin. Plus, our full-time housekeeping staff will keep your cabin spotless as well as accommodate your every request. All in all, creating an extended space to memories takes care of itself.



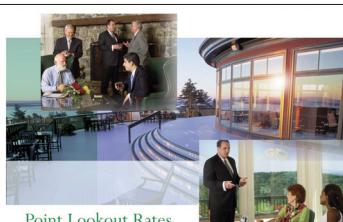
Let the good times roll at our state-of-the-art bowling center.

Strike up a friendly competition. Ball cameras. Or just provide hours of non-stop fun at our bowling center. The 12,800-square-foot facility has a large open seating area, 8 fully-equipped bowling lanes, a video arcade room, and a small function room that can hold up to 50 people. And everybody loves to bowl, so let the games begin.

Entire bowling center	\$400 for four hours*
Each additional hour	\$100 per hour
Special events room	\$100 for two hours*
Locker rental	\$15 per person
Individual lane rental	\$30 per hour
Cost per game	\$5
Shoe rental	\$2

POINT
LOOKOUT
RESORT AND CONFERENCE CENTER

Prices effective May 2008. *Includes two lanes.



Point Lookout Rates

	In Season*	Off Season**
Ginny Hall		
Main Ballroom	\$800	\$615
North Room	\$370	\$195
South Room	\$370	\$190
South Main Room	\$370	\$190
Venues	\$270	\$165
Pavilions	\$600	\$375
Wine Cellar	\$1,400	\$1,300

The ROC*

	In Season*	Off Season**
Main Conference Room	\$600	\$375
South Conference Room	\$370	\$190
North Conference Room	\$370	\$190
Dining Room	\$370	\$175
Wedding*	\$1,500	\$1,275

Cabins***

	In Season*	Off Season**
1 BR / 1 Bath	\$175	\$100
1 BR / 2 Bath	\$140	\$115
2 BR / 1 Bath	\$155	\$125
2 BR / 2 Bath	\$220	\$175

*From June 1st - October 31st. **From November 1st - May 31st. ***Pricing includes all taxes.
*Includes Conference Center & other amenities included. Prices effective May 2008.



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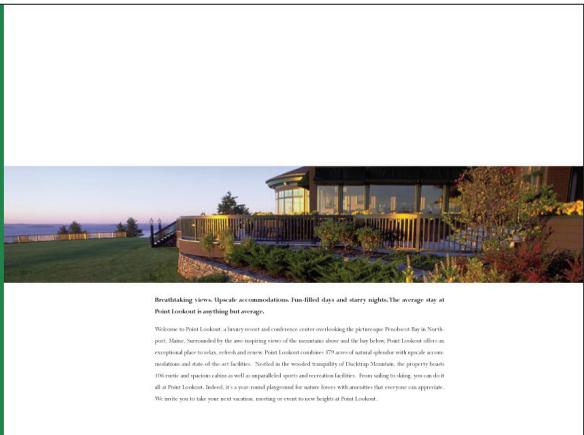
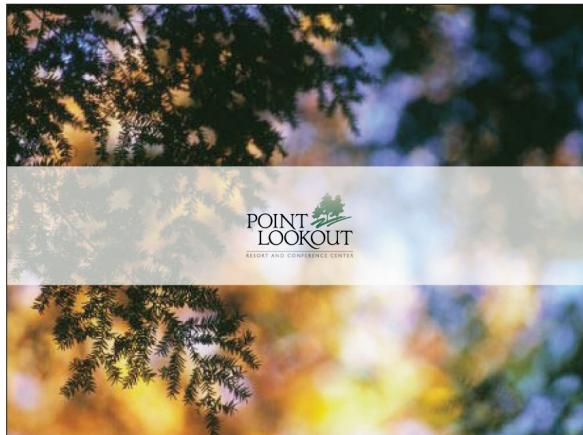
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ACTIVITIES

Add racquetball, bowling, hiking and sea kayaking to your trips.

With world-class athletic facilities and a wide range of indoor and outdoor activities, there's no shortage of ways to spend the day and get your endorphins flowing at Point Lookout. Our 36,000 square foot fitness center features the following:

- Activity room and lounge
- Locker rooms
- Full-size basketball court
- Squash and racquetball courts
- A virtual golf room
- An aerobics and spinning studio
- An exercise room with free weights, weight machines and cardiovascular equipment ranging from treadmills and stair machines to spin cycles
- A stretching room

A separate recreation building houses our eight-lane bowling alley, video arcade and a small party room that can hold up to 50 people. And that's just on the inside. In addition to six miles of scenic trails that traverse the property from top to bottom, Point Lookout includes a state-of-the-art artificial turf soccer field, softball field and tennis courts. At the southern edge of the property you'll also find barbecue and picnic areas along the shores of Dickey Gap.





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World-class athletic facilities and a wide range of indoor and outdoor activities.



Take your meetings and events to new heights at Point Lookout.



Introducing the new destination for business conferences.

Surrounded by incredible views of the mountains and bay, Point Lookout offers groups of 10 to 1,000 an exceptional place to meet, work and play. This unique luxury retreat and conference center combines 379 acres of natural splendor with upscale guest cabins, a state-of-the-art conference center, and world-class athletic facilities. Staffed by experienced professionals, Point Lookout is close to home and work—yet far from anything you've ever experienced.

Hold your next meeting where the mountains meet the sea. Call 800-515-3611 or email pointlookoutinfo@erickson.com for more information on this extraordinary property.



Bay, Northport, ME 04849



Clear your mind with the breathtaking views. Work your body in the state-of-the-art facility.



Introducing the state-of-the-art Point Lookout Fitness Center.

Located on scenic Ducktrap Mountain, the Point Lookout Fitness Center is a 36,000-square-foot luxury sports and fitness complex designed to meet your every need. Members will enjoy everything from basketball, racquetball and a virtual golf room to cutting-edge weight training and cardiovascular conditioning equipment. Plus, our knowledgeable fitness professionals will assist you every step of the way. Whether you're a competitive athlete or working out for the first time, let the Point Lookout Fitness Center help you meet your goals.

For membership information, call the Point Lookout Fitness Center today at 207-789-2011 and take your health and fitness to new heights.



67 Atlantic Highway, Northport, ME 04849

Why Just Retire When You Can Reinvent Yourself?



Join us for Life Change Studio—the one weekend that could transform the rest of your life.

If you're over 50 and wondering how you're going to spend the next 20 or 30 years, we invite you to join us for a weekend designed to create a meaningful, fulfilling life as you move toward retirement. Through highly interactive experiential creative exercises and mind-body practices, you'll see the opportunities available to you and learn how to make this exciting life transition. All while enjoying the natural splendor,ourmet accommodations and countless amenities of Point Lookout Resort and Conference Center.

The Life Change Studio weekend includes:

- Three days and two nights in our upscale cabins
- Breakfast, lunch and dinner each day
- Creative workshops in art, movement and visualization
- All workshop fees included

November 14-16, 2008
Point Lookout Resort
67 Atlantic Highway
Northport, ME 04849

To reserve your space today, call 800-515-3611 or visit visitpointlookout.com. And get ready to live your best life yet.

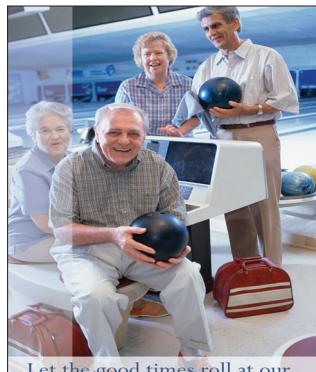


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