

FOR IMMEDIATE RELEASE

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Closing of Trapper Creek Lodge & Supper Club

SHELL, Wyo., June 28, 2011 -Effective immediately, the Trapper Creek Lodge & Supper Club will be permanently closed. The restaurant developed an excellent reputation due to the combination of the elegant Trapper Creek Lodge and the excellent culinary talent of our chef & team.

The restaurant, established in 2008, enjoyed also success as a result of considerable investments in marketing, advertising, communication and hosting unique events such as inviting one of the top Belgian Chocolatiers over for chocolate tastings, to attract customers to the business' remote location. Trapper Creek Lodge & Supper Club drew a large amount of "foodies" who traveled greater distances from locations like Worland, Sheridan and Cody, Wyo., and Billings, Mont., to enjoy the atmosphere and cuisine the restaurant was recognized for.

Trapper Creek Lodge & Supper Club's remote location in Shell, which makes accessing the restaurant difficult in late autumn, winter and early spring, contributed to the decision to close the business. Few customers were able to drive out to Trapper Creek Lodge & Supper Club during the off-season, resulting in a significant amount of last-minute cancellations and little business revenue. The location only allowed being open 4 nights a week, while needing a full time team in place.

This, in combination with the harsh 2010-2011 winter season, the recent closing of U.S. Highway 14 to Sheridan and the unprecedented flooding of nearby Trapper Creek, has forced the owners to close the business.

In 2010, the owners of Trapper Creek Lodge & Supper Club began the consideration of moving the restaurant to the recently restored Historic Shell Lodge, located along U.S. Highway 14 in the center of Shell. This location provides an ease of access during the winter months and is passed by some 400,000 cars during the busier summer season. Moving the Trapper Creek Lodge & Supper Club to the Historic Shell Lodge would also create more traffic and business for nearby Shell staples, such as Dirty Annie's, The Antler Inn and The Hideout Lodge & Guest Ranch. This idea was abandoned, because The Shell Lodge was still under restoration at that point and would have required additional investments.

The closing of The Trapper Creek Lodge & Supper Club represents a big loss to The Big Horn Basin but especially to Shell and Greybull as employment is lost and most of the revenue came from out of Big Horn County supporting the local community. The presence of such a restaurant in Shell motivated some newcomers to invest in new housing and buy property in Shell.

We would like to thank all staff, management, investors and especially our loyal customer base for being part of and support this initiative aimed at positioning the Shell area as a quality destination in the Big Horn and create year around employment. In addition to that to keep a quality local chef in the area after his restaurant burned down in 2008, which is how this venture started.

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