

FOR IMMEDIATE RELEASE

For More Information, Contact:

Mike Gast
Vice President of Communications
Kampgrounds of America, Inc.
406-254-7409
mgast@koa.net



**Great people.
Great camping.™**

Two Billings Professionals Rise to Key Positions Within KOA

Billings-based North American company promotes to increase effectiveness

BILLINGS, MT (January 8, 2009) – Kampgrounds of America, a Billings-based company with more than 460 franchisees throughout the U.S. and Canada, announces the promotion of two current employees to key positions.

Jef Sutherland, formerly the Vice President of Information Services, has been promoted to **Vice President of Franchise Operations**. During his 13 years with KOA, Sutherland has been instrumental in the development and launch of KampSight, KOA's proprietary software that manages on-line reservations and franchisee accounting processes across the KOA system. In his new position, Sutherland will coordinate and facilitate KOA programs, projects, and services that impact franchisees, to achieve improved productivity and efficiency.

Kyle Brucker, a three-year KOA employee, has managed the Kamper Services and KampSight Support teams in the Information Systems department for one year. In his new role as **Assistant Vice President of Information Services**, Brucker will oversee the Kamper Services and KampSight Support teams as well as the KOA Programming Team.

Both Sutherland and Brucker are involved in the current modification of the KampSight software for international use in Australia's BIG4 Holiday Parks system.

"Jef Sutherland always finds the best possible solutions and works tirelessly to advance the entire KOA system. Kyle Brucker's talents with people and processes are extraordinary. I'm thrilled to have them in key roles as we move forward," says KOA President and Chief Operating Officer Shane Ott.