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**Local Esperanza Mansion Named Best of the Road™
in Rand McNally's 2010 Road Atlas**

BLUFF POINT, NY, JULY 7, 2009 — Rand McNally, America's largest and most trusted map maker, has brought nationwide attention to the Esperanza Mansion as a "must-see" destination in the annual Best of the Road program.

The Esperanza Mansion is recognized in Rand McNally's 2010 *Road Atlas*. Available starting in May, America's No. 1 road atlas satisfies travelers' thirst for adventure with five exciting Best of the Road trips and Editor's Picks, along with helpful trip-planning tools — from detailed maps to mileage charts.

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“Every year our editors seek out and drive some of the best, most scenic road trip routes in the nation to find our Best of the Road winners,” said Rand McNally Editorial Director Laurie Borman. “The spots we’ve highlighted really capture the charm and local flavor of the destination.”

The Esperanza Mansion is one of a handful of stops identified on the trip through New York. The 2010 *Road Atlas* provides five road trips in spectacular regions throughout states such as New York, Oregon and South Carolina. Each trip not only notes Editor’s Picks, but also features photos, an inset map and other similar destinations that readers might enjoy. Readers are encouraged to learn even more by visiting go.randmcnally.com/BR.

“Research shows that Americans are increasingly choosing to take shorter trips closer to home,” Borman says. “These road trips give out-of-towners as well as locals a taste of ‘the best’ in that region.”

The staff at the Esperanza Mansion welcomes you to experience one of the most extraordinary dining and lodging destinations in the Finger Lakes region. Magnificent scenery, a variety of room accommodations, and superb dining make the Esperanza Mansion an exceptional place for overnights, lunch, dinner, weddings and conferences.

“We are thrilled that Rand McNally recommends the Esperanza Mansion in the 2010 *Road Atlas*,” said Kathy Marchenese, General Manager. “It’s an honor to know that people traveling in New York can see us on the map and enjoy our resort along their way.”

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Best of the Road

Press release

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About Rand McNally & Company

Rand McNally is North America's largest commercial maker of national and local maps, street guides and atlases. The company's print and electronic products include America's No. 1 *Road Atlas*, *The Thomas Guide*® map books, custom-made wall maps on the Web, wireless navigation solutions and online maps, directions and trip planning at www.randmcnally.com.

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