

FOR IMMEDIATE RELEASE

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Chefs Bruno and Kris Georgeton Celebrate 20-Years at Montana's Historic Firehole Ranch

West Yellowstone, Montana, May 21, 2008 - Firehole Ranch, Montana's exclusive fly fishing lodge, is pleased to announce that Chefs Bruno and Kris Georgeton will be celebrating their 20th season this year – a true landmark in the culinary world.

Catering to the discriminating fly fishing enthusiast since 1947, the Firehole Ranch offers a cozy, friendly environment with the style, elegance, and grace of yesteryear. With a spectacular location, nestled on the shore of Hebgen Lake, just outside Yellowstone National Park, this classic historic Montana lodge opens for a brief 14-week season, hosting a mere 20 guests a week. The majority of whom return each year to fish the unmatched variety and abundance of blue ribbon trout water; mythical rivers like the Madison, Yellowstone, Henry's Fork, Gallatin, Ruby and many more. With a diversity of cuisine that is only matched by the waters surrounding the Ranch, Bruno and Kris' gourmet Western meals reflect the passion they feel for both the place and their profession.

While many chefs drift from place-to-place, season-to-season, the Georgeton's have managed to intertwine their memorable meals with the Firehole experience, irrevocably becoming part of the fabric of the Ranch. In fact, loyal guests will say that it is impossible to separate the many delightful strands of a visit to the Firehole; from the phenomenal fishing, discreet pampering, and charming, historic cabins to the exquisite, original cuisine. For new guests, it is always a surprise to sit down for the evening meal and see the old guests sauntering back into the kitchen, cocktail in hand, to visit with the chefs. Building relationships amongst guests and with all the many hosts at the Ranch is a central part of the Firehole experience, and a big reason that Bruno and Kris have remained. After all, this is where their children, Chloe, 17, and Rhemy 13, have spent every summer of their lives, inexorably becoming part of the Firehole Family.

A dynamic team in the kitchen, Kris and Bruno do have separate duties, but it is the combination of her home-style baked goods, delectable desserts, and his over-the-top original fare, often featuring local cuisine, that create their extraordinary meals. With unheard of creative freedom in their jobs, they make every decision about meal preparation; from menu planning to shopping and preparation. This trust on the part of the owner, as well as understanding and appreciation for their unforgettable results has driven the couple for these past 20-years, giving them renewed inspiration each season. "I never sit back and rest on my laurels. Whatever you did great was yesterday. Today is a different day," Bruno says.

Over the years the Georgeton's have received many precious gifts from the guests at the Ranch, but the most remarkable came this past fall in the form of a trip for their entire family to Bruno's native France. It was the trip of a lifetime and a chance for Bruno to share his birthplace with his children. Overwhelmed by the gift, they commented that it was, "so generous, so kind, and so thoughtful." It is this rare combination of traits; from the personal experience, to the genuine appreciation that has led the chef couple to find themselves 20-years down the road, currently and forever a part of the Firehole Ranch family.

For additional information that is the subject of this release, contact: Lynda Caine, Owner, or Alicia White, Guest Manager at 406-646-7294, or visit www.fireholeranch.com.

About Firehole Ranch:

The Firehole Ranch is a rare place in today's fast-paced world. It seems to exist to teach a lesson about life, fly fishing and what is truly important. This is what Lynda Caine, owner, saw when in 1999 she saved the historic "Watkins Creek Ranch" from being subdivided into 20-acre ranchettes. Over the years, spending summers on the lake and eventually purchasing her own nearby land, Lynda developed a love for this special place. She realized it must be preserved to continue to pass on its lesson to future generations. Caine takes great satisfaction in seeing her guests become centered again as they reconnect with themselves and the natural world around them. With a keen understanding of the symbiotic relationship of the ranch and the land around it, Caine practices good stewardship and sustainable practices. Her efforts to preserve the place, the structures, and the experience have resulted in the Firehole Ranch being listed in the National Register of Historic Places.

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