

SPECIAL TRAVEL PLANNING ISSUE, FEATURING the FINEST LODGES & SKI RESORTS around LAKE TAHOE in NEVADA & CALIFORNIA

HEAVENLY ADDS TO EAST PEAK LODGE & IMPROVES THE SKYLINE TRAIL TO CONTINUE MASSIVE UPGRADES

Skyline Trail now has consistent pitch from California to Nevada trails as ZipRider continues to thrill guests

STATELINE, NV — Three new trails, lodge renovations, RF ticket technology and a major trail re-grade headline the resort improvements for Heavenly Mountain Resort (www.skiheavenly.com) for the 2008-09 season. Under Heavenly's 10-year master plan, approved in April 2007, guests can look forward to new lifts, on-mountain restaurants, lodging and base villages that will greatly improve the overall experience at Lake Tahoe's leading destination resort.

"The debut of Olympic Express and the Heavenly Flyer ZipRider last season set Heavenly apart as the next great destination resort," said Blaise Carrig, Heavenly's chief operating officer. "This winter guests can expect more improvements including new, gladed trails in Ski Ways and the re-grading of Skyline Trail."

Three new trails are found in California this season, two in Ski Ways glades and another in Powderbowl Woods. They continue the trend that began in the Olympic Express area last season. Heavenly gladed the trails, leaving tree islands with enough space to groom the run with a snow cat.

Heavenly also re-graded the famous Skyline Trail, which is the main connection between all the trails in California and Nevada. The re-grade allows all levels of skiers easier access to Nevada terrain when coming from the California side.

On the Nevada side, East Peak Lodge has undergone a renovation that provides 90 to 100 more indoor seats. East Peak Lodge is the most popular on-mountain eatery and the additional seats will make a huge difference on the few days that the California sun does not shine.

Heavenly will continue the Appetite for Life food initiative this season offering Coleman hormone-free beef and

poultry, as well as Horizon dairy products at all on-mountain eateries. In addition to healthy menu items, all on-mountain eateries are frying with trans-fat free oils.

The Ski and Ride Schools of Heavenly have introduced a variety of new lesson options for the 2008-09 winter season. Two-day South Shore Soldier Camps, based on the legendary spring snowboard and freeskiing instructional camp, are offered monthly throughout the winter. They focus on progressive park riding and safety. Gunbarrel 25 Mogul Camps are offered to improve mogul skiing and style and to prepare competitors for this year's Gunbarrel 25 event to be held on April 5, 2009. Also, the Women's Adventure Clinics are revamped to attract women who are interested in top-level ski and snowboard instruction in the company of other women. The ski school debuts a new magic carpet in the California learning area making learning to ski and snowboard easier.

Look for an upgrade at the California Lodge including the expansion and remodel of the California rental shop. The new shop will be larger, creating smoother flow and faster renting, so more time is spent on the slopes. Also new this year is an unlimited ski and snowboard rental program through Rentskis.com and Specialty Sports Venture — offering convenience, value and variety. This program is designed to reward frequent renters and diminishes the necessity of bringing gear to the resort; especially for those traveling on planes with hefty baggage costs. For \$359 skiers and riders can purchase an unlimited number of days of Sport or Performance rental equipment for the 2008-09 season.

The Heavenly season passes have a high-tech upgrade this season with the addition of Radio Frequency (RF) technology. A small computer chip called an RF "tag" will be em-

bedded into all resort passes, sending a radio signal to new handheld scanners. Guests will still interact with lift employees who will verify pass photos and information. The "easy scan" pass will not have to be presented to the scanner since it is detectable through many layers of clothing.

Heavenly has continued its commitment to offering Lake Tahoe's finest corduroy with five new low-emission Prinoth 350 groomers and one new low-emission Prinoth Bison winch cat. Heavenly maintains the largest fleet of Prinoth 350s in North America numbering 15.

Heavenly has also purchased 11 Snow Machines, Inc. fully-automated fan guns. These are placed on elevated towers in strategically-selected locations to provide a more consistent, quality of snow coverage.

Additionally, Heavenly retrofitted many of its air/water snowmaking guns to be more energy efficient while also making larger quantities of snow in warmer temperatures. The combination of grooming expertise and snowmaking capacity ensure that Heavenly's guests are always skiing or riding on the finest snow surface conditions Lake Tahoe has to offer.

Other projects on the horizon include the replacement of an existing fixed-grip chairlift on the Nevada side with a high-speed, detachable lift. They will also build a 1,000-seat on-mountain restaurant, named Powderbowl Lodge, which will have incredible views of Lake Tahoe.

For more info on Heavenly, please log on to their website from an easily found link on the homepage of www.skiernews.com or visit www.skiheavenly.com or call 1-800-HEAVENLY (1-800-432-8365).

I am
MOTHER NATURE
And I won't be taken lightly.

Behold my view. But don't be fooled.
There is more here than meets the eye.
Canyons, wide open trails and
endless terrain. And so I must
warn you of lady luck and her ways.
She will try to keep you out all night
carousing and gaming. We have
other plans, don't we?
Don't we?

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