

SUBARU'S MASTER the MOUNTAIN PROGRAM CONTINUES

CHERRY HILL, NJ — The Subaru Master the Mountain program tours many destination resorts throughout the US, providing skiers and snowboarders the opportunity to improve their current skills through professional instruction. At a Subaru Master the Mountain weekend, attendees can pick-up complimentary ski or snowboard tips in the Subaru learning lane, demo the latest and greatest ski and snowboard equipment, and join a mountain ski patrol for a behind-the-scene tour of what really happens on the mountain. It is great fun for the entire family.

DID YOU KNOW?

Subaru hosts many exciting outdoor events each year from coast to coast. This approach helps Subaru learn more about their customers' interests and enables them to demonstrate how Subaru Symmetrical All-Wheel Drive can complement active lifestyles. This is much more than hanging a banner on a mountain or sponsoring a racing team, it is personal and it is the love that makes a Subaru, a Subaru. So when winter has you in its grip, grip back.

Please log on to Subaru's Outdoor Life website via an easily found link in the Subaru logo banner on the homepage of www.skiernews.com or you can also log on through the homepage of www.subaru.com

Subaru's Master the Mountain Schedule - February and March 2009

- February 6-7 (Fri-Sat) at Jack Frost, PA
- February 12-13 (Thurs-Fri) at Blue Mt, PA
- February 14-15 (Tentative) at Arapahoe Basin, CO
- February 20-22 at Snowshoe, WV
- February 21-22 at Taos, NM
- February 27 (Friday) at Jack Frost, PA
- February 28 - March 1 at Camelback, PA
- February 28 - March 1 at Durango, CO
- March 6-8 at Seven Springs, PA
- March 7-8 at Crested Butte, CO

MOUNTAIN SPORTS CLUB CONTINUES DISCOUNTS, GIVE-AWAYS, INTERACTIVE SITES and REVIEWS

BOULDER, CO — In tough economic times consumers of all stripes are looking and expecting the best in value. This is adding to the growth of the Mountain Sports Club, now in their third winter season of operation. With lift tickets now approaching \$100, more and more skiers and snowboarders are searching for discounts and coupons to stretch the ski budget and stay on the slopes. The Mountain Sports Club is an online service dedicated to delivering great value in the form of various discounts for their member subscribers.

Skiers are joining and logging onto www.MountainSportsClub.com to take advantage of deep discounts on lift tickets, lodging, gear and services. The Mountain Sports Club is a service that offers subscribers the ability to access and print coupons offering discounts up to 2 for 1, as well as 70 percent off on lift tickets, lodging, shops, travel and more. There is no card or book, everything is offered online.

The Mountain Sports Club offers two levels of membership, basic and premium. The basic membership is free and enables the registered user/member to access the site and take advantage of discounted tickets and travel that is pre-purchased online. Currently there are several thousand lodges in most resort destinations available and many resorts offering lift ticket discounts. Members also receive

e-mails twice a month announcing new deals, discounts, new merchants and resorts as well as a unique promotional code that offers the user/member additional discounts when purchasing lift tickets online and booking heavily discounted travel. The travel includes everything from air, hotels, condos and complete packages.

Using the web, the service also enables and encourages members to post reviews on resorts, lodges and all merchants. There is a My Mountain Sports Club feature that resembles YouTube or My Space and members build profiles, post videos, music, games and invite friends in an online community environment. Sweepstakes and promotions that run monthly have resulted in the Mountain Sports Club giving away tens of thousands of dollars of lift tickets, lodging and gear from resort partners and sponsors like Head Ski & Snowboards, Zapz, Transapack and others.

The premium members pay up to \$29.95 for a one-year membership and are able to download personalized vouchers that include 2 for 1 lift tickets and other deals of up to \$15 daily lift ticket discounts. Currently the service promotes over 50 participating resorts offering lift ticket discounts. Resorts range from local resorts like Shawnee, Ski Liberty, Ski Windham, Monarch, Loveland and Blue Mountain to regional and national destinations like Wildcat, Smugglers Notch, The Canyons, and Grand Targhee on day

lift ticket discounts. Some destinations such as Breckenridge, Vail, Copper Mountain, Park City and Whistler tend to offer discounts on multi-day tickets and these must be purchased in advance.

As part of the promotional introduction, the Mountain Sports Club has offered an introductory price for premium memberships at only \$10.95 for a year. It includes a subscription to your choice of either Freeski or Snowboard magazine for one year as well. To receive this special offer, you need to enter a promotion code when upgrading from a basic membership to the premium status. Offer code SN09 is one that works for this offer through the 2009 year.

With shop discounts on services, rentals and now even purchases, the member only needs to use the membership once to pay for the service. There are thousands of pages of resort, shop, lodging and related services information and coupons to use. The plan is to offer services year round on related services in the mountain communities as well. Currently discounts are also available for rafting, summer resort activities such as water parks and include plans for mountain biking, camping, fly fishing and more.

For more information call (303) 554-6555 or log on to www.mountainsportsclub.com and use offer code SN09 to upgrade your free membership to Premium.

KEEP YOUR GEAR IN TOP SHAPE

McLEAN, VA -- Proper preparation and storage can keep winter sports equipment performing at optimal levels and extend its life. Here are some tips that will help you keep your equipment in good condition. If you have not prepared your skis as of yet, it is not too late. Better still, save this info for your ski prep at the end of this season.

Skis and Snowboards

Skis, snowboards and fingernails have this in common; if you file the rough spots and regularly apply a coat of "polish," they will perform better. (Related article on page 10.)

If in three years you want your skis to turn as easily as they do today, then you need to keep the bases lubricated and the edges tuned properly. A ski shop should do major tuning and waxing, but skiers can do the basic upkeep themselves.

Ski and snowboard manufacturers say that at the very least, for protection and performance coat your equipment bases regularly. Applying the coating is a lot easier than it used to be. Inexpensive coatings can be wiped or sprayed onto bases in just a couple of minutes.

At the end of every season, it is important to coat the bases with a thick blanket of wax and then store skis base to base with newspaper or a sheet between the bases so they are not touching. You do not want the wax on each base to stick together in the summer heat. When winter comes, scrape off the excess wax and you are ready to ski. Also, do not store skis or snowboards in a waterproof container because condensation inside the container can cause damage. Wrap your skis in a sheet, which wards off dust but absorbs moisture.

Technicians also urge to immediately fill in gouges caused by rocks, etc., not only for performance, but also to keep the skis from delaminating. If a rock digs in too deeply, water can seep into the core and ruin it.

Bindings

It is important to have a ski shop check your boot/binding/ski system at the beginning of each season, or before your first trip, to be sure everything is working properly.

Boots

Boots must dry out between uses. If overnight air-drying does not do the trick, a boot dryer can. Some boot dryers fit in a boot-bag pocket; others are perfect for the mud room of a vacation home.

Ski boots have liners that can be removed, which helps the liner and shell dry faster. For other boots with non-removable liners, stuff a ball of newspaper into the toe to help absorb moisture.

In the off-season, ski boots should be stored buckled to retain their shape, while snowboard boots should be stored in a slightly damp environment out of the sunlight, so they do not fade or dry out.

Clothing

Most skiers and snowboarders will give up their clothing for fashion reasons long before it wears out. But if you have spent a few hundred dollars for a new outfit, you probably want to be sure it lasts until you grow tired of it.

The most important thing to remember with clothing care is to read the care instruction label and follow the recommendations. Do not dry clean when it says to machine wash, and do not tumble dry with heat if it says to line dry.

Do not iron clothing with an outer weather coating such as Gore-Tex or Columbia's Omni-Tech, or you will melt the garment. If your clothes are wrinkled, hang them in the bathroom while you take a shower, or put them in a cool dryer. Dirt can quickly damage a zipper, so keep all zippers clean.

Most coated nylon clothing will repel stains. If not, try water first, then a mild soap and water, then a stain remover. Some manufacturers recommend against using the brush head that comes with many commercial stain removers. Instead, work the remover in gently by hand.

Stain removal list

Skiwear manufacturer Roffe offers the following recommendations for common stains:

Alcoholic beverages:

Soak fresh stains in cold water and a few tablespoons of glycerin (available at drug stores), then rinse with white vinegar and water.

Ballpoint ink:

Apply hair spray, and then rub with a clean cloth.

Coffee and tea:

Rinse in cold water if the stain is fresh, and moisten with white vinegar and launder if it persists. If the stain is not fresh, stretch the stained fabric over a bowl and fasten with a rubber band. Pour boiling water over the stain then sponge hydrogen peroxide mixed with water on the stain and launder.

Condiments (catsup, mustard):

Sponge promptly with water, then apply liquid detergent to the stain and soak until removed.

Heavy grease and road grime:

Apply a solvent or a commercial waterless hand cleaner called "Goop" (available at automotive and hardware stores). Rub gently and launder.

Repair the tear:

If you rip your ski or snowboard outerwear, there is Seattle-based company called Rainy Pass Repair that can mend it. The company is authorized to repair Gore-Tex, and they have a huge inventory of fabrics, threads, snaps, zippers, and buckles to mend everything thing from skiwear to sleeping bags. They also can do alterations. Call the company's repair facility in Seattle at 1-888-RIP-STOP (1-888-747-7867) to discuss your damage or alteration. (Pub. note: or you can just use duct tape!)

This article was provided by SnowSports Industries America (SIA), the national, not-for-profit, member-owned trade association that represents snow and winter sports companies.

SIA is based in McLean, Virginia.

SIA also sponsors an enthusiastic program "Winter Feels Good" designed to assist with preparing participants to enjoy the outdoors in winter.

More information about this program can be found on the web site www.winterfeelsgood.com.

VISIT ALASKA VISIT ALYESKA

Snow and Upgrades are Abundant

GIRDWOOD, AK — Alyeska Resort, Alaska's only year round resort, is located only 40 miles south of Anchorage along the scenic Turnagain Arm. They have invested over \$20 million to enhance the overall quality of service and guest experience. All 304 guest rooms have seen a floor to ceiling makeover and 15,000 square feet of meeting space has been renovated with new furniture, fabrics, wallpaper, carpet and audio visual equipment. Each food and beverage outlet has seen an influx of new menu items, table tops, furniture, and wine menus.

Over the past 18 months Alyeska has embarked on multiple mountain improvements, including snowmaking from the top of the Tram that connects to the base of the resort, as well as three new chairlifts to enhance the overall beginner experience. This included the first major chairlift improvement in over 10 years, a fixed grip chair the Bear Cub Quad.

Two Magic Carpets (moveable walkways) have been installed outside the Daylodge. These are adjacent to the Mountain Learning Center meeting area and the base of the new quad. New trail grading and widening projects have improved the intermediate and advanced skier experience by expanding the terrain on the Autobahn, located on the lower North Face.

Alyeska has installed a new system that will provide a completely hands-free experience. It scans lift tickets automatically at turnstiles which are positioned at the entrance to each lift. This includes the tram, chair 4, chair 3 and chair 6. The scanners receive signals from the tickets that are tucked into jacket or pants pockets. The embedded RFID chip then registers with an access gate that will automatically swing open to admit you. Alyeska Resort skiers and riders are now able to reload their Alyeska Access Card lift ticket at www.alyeskaresort.com. Reloading online allows you to skip the ticket lines and go directly to the chairlift on your next ski day. It is quick and easy, create a customer profile, attach a credit card and your day lift ticket is a click away.

Alyeska Resort was one of the first resorts in North America to reach over 340 inches of total snowfall for the 2008-09 season on January 14, 2009. Alyeska averages snowfall over 600 inches annually. The 1,400 acres of terrain with 2,500 feet of vertical rise are serviced by nine lifts including a 60-passenger aerial tramway. Ski-in/ski-out access is available from The Hotel Alyeska which features the luxurious Spa at Alyeska, dining at the Seven Glaciers, Sakura and the Aurora Bar and Grill. It will be the home of the 2009 U.S. Alpine National Championships, March 23-31; Telepalooza AK and World Telemark Freeskiing Championships, April 1-5; and MSI Freeskiing World Championships, April 6-11.

For more information please call Alyeska Resort at 1-800-880-3880 or visit www.alyeskaresort.com