

SOLITUDE MAKES A FAMILY VACATION EASY and DELIGHTFUL

Two New Lifts from Solitude's Base Will Help Guests Get Going Quickly

Special to SKIER NEWS by Derek Manning

SOLITUDE, UT – You will sense the family-friendly vibe from your first step at Solitude Resort's village, which feels more like Europe than Utah. Providing a setting for a family winter vacation the way it used to be is no easy task, but Solitude provides the backdrop and makes everything very simple. Starting with the Salt Lake Airport, just 40 minutes away, things remain easy from your arrival. You will be at the resort before you can say "bathroom break."

From start to finish everything about a Solitude vacation is easy, a credo that is immediately evident before you open your suitcase. Take for instance the Albertsons.com grocery service that delivers your food order before you even arrive. Add to that gourmet dining, a full-service spa and pools, hot tubs and an exercise club all within a stone's throw. You can spend your entire vacation without ever leaving the cozy village, but it would be a shame to miss the reason you really came: the mountain.

Spreading over 1,200 acres, Solitude has it all. Front-side groomers? Check. Deep powder? Check. Top-Notch Ski School? Check. Two new high-speed quads that access the heart of the mountain? Check. Lift lines? Non-existent. How is this possible, you might wonder? Solitude has spent the past 50 years promising solitude and then delivering it. While you are skiing perfect corduroy or six inches of fresh snow well past lunchtime, other resorts are all tracked up. The word "solitude" really does ring true.

For years, Solitude was a locals-only hill with slow chairs and not much life once the chairs stopped spinning. That has changed with Utah's newest pedestrian village and several new lifts; allowing high-speed access from both the village and the main parking area. You still notice the locals-only feel because Solitude seems like your own private resort: An annual average of 500 inches of the Greatest Snow on Earth™ set is aside for you and your family to enjoy. The few times you do bump into another family at the bottom of

Solitude Mountain Resort adds two new high-speed quads.

Both Solitude Village and the Moonbeam Center at Solitude will feature high-speed lifts for 2008-09.

If you are lodging in the Village or if you are driving from Salt Lake for the day, you will begin the day being whisked up the hill at high speed.

Both of these new lifts will provide easier loading and unloading for guests, along with a quicker ride time by eliminating the frequent starts and stops of fixed-grip lifts.

The new lifts give direct access to beginner and intermediate terrain, which has been graded so it is more suitable for learning.

the chair, they all seem to be wearing the same smile that enthusiastically tells you they have found something special.

Yes, Utah is known for its abundant snowfall – idyllic for some, scary to the rest of us mere mortals. At Solitude, it is the family-friendly terrain and grooming where the resort truly shines. A daily routine of tilling, grooming and manicuring all that snow into a smooth carpet of white equals a consistent snow surface all season long. The wide runs that meander down toward the snowy rooftops in the village afford learners the elbowroom to use as much space as they need to experience those first turns.

You will quickly fly through the ranks with Solitude's Snowsports Academy and be carving turns down one of the dozens of intermediate runs. Some of these blue runs start from the very top of the mountain, offering the experience of being at the top to more visitors, instead of being relegated to the lower slopes common at other places. Not only does this provide that summit experience, it allows a group of friends with different abilities to ride the chair together and

choose their respective way down the mountain, meeting up at the bottom to do it all over again.

To expand further the terrain options to more guests, Solitude grooms many of their black runs. In fact, some of the state's steepest groomed runs can be found here, which many people feel helps bridge the gap from blue runs to steeper powder skiing. It is not too often you find so much confidence-building terrain in one place, but Solitude is designed to please.

You will probably work up quite an appetite carving up the hill. At Solitude, your taste buds will be taken care of. Creekside Restaurant offers hearty portions of vintage European fare in a casual family atmosphere. For the gourmet in you, St. Bernard's serves a country French cuisine in an unforgettable fireside setting, with an impressive wine list to complement your meal. The Yurt at Solitude provides the most adventurous dining experience you are likely to find – before you even sit at the table. Strap on cross-country skis for the short jaunt through a moonlit forest to a Mongolian yurt where a private chef prepares a five-course gourmet meal in front of your eyes. This memorable experience is then capped off by a quick schuss back to the village on a lantern-lit path. Of course, many families take advantage of the full-service kitchen in each condo to cook a meal together and unwind by the fireplace to recap the day's events and plan tomorrow's ski day.

Solitude Mountain Resort truly has all bases covered for a family winter vacation, where choices abound. Experience a place of unrivaled beauty, where priorities slip back into place and you are free to connect with family, friends and with yourself, in a natural environment. The ski vacations of yore are not a memory; they are an experience waiting to happen at Solitude.

For more info, please log on to www.skisolitude.com from an easily found link in the Utah Resorts section of www.skiernews.com or you can call 1-800-748-4754.

SALT LAKE, PARK CITY & OGDEN ARE YOUR BASE as GREAT UTAH SKIING GETS BETTER THIS SEASON

SALT LAKE CITY, UT — Considering the 700 inches of snow which blanketed Utah's resorts and a fifth consecutive record-breaking year of skier visits, it would appear that Utah's 2007-08 winter season was unbeatable. However, Utah's ski resorts are up to the challenge and are rolling out a number of improvements for the 2008-09 season.

Utah has three major ski towns, Salt Lake, Park City and Ogden. After flying in to Salt Lake, where the downtown area is 10 minutes away on Interstate 80, you can also keep heading east on I-80 to Park City or north from the airport on I-15 to Ogden. These are not your typical ski towns, they all boast attractions other than skiing so you will never be bored.

From downtown Salt Lake, you will find four resorts within 40 minutes; they are Alta, Brighton, Snowbird and Solitude. In Park City, three resorts are within 15 minutes: Deer Valley, Park City and The Canyons Resort.

Ogden is 40 minutes north of Salt Lake. The resorts, Powder Mountain, Snowbasin and Wolf Mountain, are 35 minutes away.

In each case, you can also choose slopeside or near slopeside lodging, it is just a matter of taste and determining the best way to stretch your dollars. Let it snow!

HERE ARE THE HIGHLIGHTS FOR THE SKI SALT LAKE RESORTS:

Alta Ski Resort (no snowboarders)

Alta Ski Area celebrates 70 years of skiing this upcoming season. On October 19, 1938, the Forest Service issued the initial permit to construct a lift at Alta to the Salt Lake Winter Sports Association. Alta officially opened as a ski area that December and continues to remain one of the country's favorite resorts.

Find out more at www.Alta.com

Brighton Resort

Brighton Resort has built a new day lodge called the Milly Chalet. The lodge is located at the base of the Milly high-speed quad. The new \$1.5-million facility is approximately 3,500 square feet and will provide guests a comfortable place to rest when skiing in the Millicent area.

Log on to www.BrightonResort.com

Snowbird Ski & Summer Resort

The Tram Club at Snowbird has undergone an extensive remodeling project for the first time in 15 years. Owner Bill Carter has updated the previous "Disco" feel to a more modern, après-ski setting. The Tram Club will feature 12 flat screens, 3 projection screens and all major sports packages.

The Aerie Sushi Bar (on the top floor of the Cliff Lodge) has also been renovated and is now open year-round. The Aerie Sushi Bar is no longer a private club, which enables the whole family to enjoy the extensive offerings,

including a café menu with kid-friendly items like burgers and fries.

Kids age 12 and under will continue to ski free with all lodging packages booked through Snowbird Central Reservations or Snowbird.com. Snowbird's Mountain School has added new pre-season pricing to its private lesson offering.

Log on to www.Snowbird.com

Solitude

Solitude Mountain Resort has announced \$7 million in lift upgrades for the 2008-09 winter season, including two new high-speed chairlifts, which are accessed at each base area – Solitude Village and Moonbeam Center.

Apex Express will replace the existing Apex double lift with a high-speed quad and provide access to the heart of the mountain. Another high-speed quad dubbed Moonbeam Express will bring Solitude's total high-speed lift count to three. The new lift will create a faster ride, eliminating a large amount of stops per ride due to passenger loading on a fixed grip lift.

Moonbeam Express will provide guests who are beginners a much easier loading and unloading experience, hopefully encouraging them to return. Solitude's goal with terrain and lift improvements, now and into the future, is to create pockets of terrain that are specific to ability levels, which every ability level can appreciate.

Find out more at www.SkiSolitude.com

HERE ARE THE HIGHLIGHTS FOR THE PARK CITY AREA RESORTS:

The Canyons Resort

Snowriders at The Canyons Resort will enjoy a new lift and gondola during the 2008-09 season. The new Frostwood gondola will transport guests staying in the Frostwood area, which includes the Miners Club, as well as the Dakota Mountain Lodge, which is currently under construction, to the resort base. It will also connect all other development projects in that area to the resort base.

In addition, a brand new fixed grip quad chair will run from the Tombstone base to a location approximately one-half mile below the DreamCatcher lift base. The lift is the first step in the Iron Mountain expansion, and will initially be used to access the Tombstone lift at the end of the day.

Trees will be gladed in places such as Mystic Pines, off the Peak 5 lift, allowing for more tree skiing and riding for guests. The Canyons will also upgrade snowmaking and grooming equipment, guaranteeing a high quality ski experience.

To find out more, please visit www.TheCanyons.com

Deer Valley Resort (no snowboarders)

Deer Valley Resort has invested \$8 million in on-mountain improvements for the 2008-09 winter season. Improvements include the replacement of the existing Cushing's Cabin at the top of Flagstaff Mountain, adjacent to the Northside Express, Quincy Express, Silver Strike Express and Ruby Express chairlifts. The new cabin will seat 40 to 45 guests, feature updated restrooms and house Flagstaff Mountain Ski Patrol.

In addition, Deer Valley has remodeled the Empire Canyon Lodge to allow more seating upstairs and improve the flow through the beverage and service areas. Deer Valley has also made improvements to snow making and maintenance equipment to ensure its signature excellence.

Log on to www.DeerValley.com

Park City Mountain Resort

Park City Mountain Resort will unveil \$10.5 million in improvements for the 2008-09 winter season including a new high-speed lift, terrain enhancements and renovation of the Mid-Mountain Lodge.

Park City's new high-speed quad, the Crescent lift, will replace and realign the existing Ski Team lift. The lift will begin near the base of the resort and extend to Crescent Ridge (also known as Ski Team Ridge). The new chairlift will significantly increase accessibility out of the base area as well as to the front-side runs, some of the resort's best, advanced terrain.

To complement the new lift, the resort has made terrain enhancements to improve the skiing experience on the mountain, including a new run and expanded snowmaking. Park City Mountain Resort will also assume operations for Mid-Mountain Lodge in the 2008-09 season. The resort will renovate the Mid-Mountain Lodge to further develop on-mountain dining.

As part of its environmental commitment, Park City is offsetting 100 percent of its power consumption from renewable energy sources. This purchase of 13.9 million kWh of renewable energy credits (RECs) will avoid nearly 19 million pounds of CO2 emissions annually, which is equal to powering 1,100 average American homes for a year.

To find out more, please visit, www.ParkCityMountain.com

HERE ARE THE HIGHLIGHTS FOR THE OGDEN AREA RESORTS:

Powder Mountain

Powder Mountain has added a new Mountain Adventure Center located near the Timberline Lodge, which will house all of Powder Mountain's adventure programs, including Snowcat Powder Safaris, Mountain Adventure Tours and the Snow Sports School. Last

season, Powder Mountain started all-day guided snowcat tours called Snowcat Powder Safari. Due to the popularity of the program, the terrain available via the snowcat has been increased to more than 2,000 acres.

Restaurants in all three lodges have been renovated to improve guest flow and to allow additional menu options. All changes are designed to minimize the time guests spend off the slopes on a powder day.

Powder Mountain is also taking steps to ensure everyone can enjoy and afford the sport of skiing. The price of a night lift ticket is rolled back to 2002 rates. An adult night pass will be \$15 and a child (7 – 12) will be \$12. Night operations will start one hour earlier than previous years, at 3:00 p.m., so guests can enjoy a few hours of sunlight.

Log on to www.PowderMountain.com

Snowbasin

Snowbasin Resort has replaced the Little Cat lift that services beginner terrain, with a new detachable quad chair lift starting above Earl's Lodge and ending at the upper parking lot. The new lift will span 1,578 feet in length and will have a vertical rise of 173.5 feet. A 1,000-foot-per-minute speed will yield a carrying capacity of 2,600 people per hour.

The new lift will better accommodate the beginning skier by reducing the intimidation from downhill skier traffic and easing the loading and unloading process due to the detachable lift's design.

Find out more at www.Snowbasin.com

Wolf Mountain

Wolf Mountain is an integral part of Wolf Creek. Utah's complete amenity package offers the best guest experience available. Major improvements for the 2008-09 season include expanded beginner learning terrain, a more convenient skier/guest drop off area and continued improvements to its terrain park. The Wolf Mountain Learning Center offers the best value in ski and snowboard education, with the "Get on Board" pass. For only \$200, a new skier or snowboarder can take three lessons with equipment rental and receive a free season pass at the end of their lesson series.

Find out more by logging on to www.WolfMountainEden.com

The article was compiled by Ski Utah, which is the marketing firm owned and operated by the 13 statewide ski resorts that make up the Utah Ski and Snowboard Association. The organization has been creating brand awareness of and demand for the Utah winter sports product since its inception in 1978.

There are more resorts in Utah, however space did not permit including them. However you can access information about the resorts at www.skiutah.com.