

OKEMO HAS A DEAL FOR YOU

LUDLOW, VT – There are many ways to save on skiing and riding at Okemo Mountain Resort. From daily offerings, to special events, to season-long savings, Okemo has a great deal designed to fit every ski trip budget.

AGAIN THIS YEAR, LEARN TO SKI OR SNOWBOARD FREE

First-time or beginner skiers and snowboarders visiting Okemo Mountain Resort early in the season are welcome to take part in a complimentary learn-to-ski or learn-to-snowboard program at no cost. This unique offer is designed to generate excitement for snow sports and encourage trial at the start of the winter season. Okemo's beginner package includes a free combination lower-mountain lift ticket, a free level 1 or 2 beginner group lesson at 10 a.m. or 1 p.m., and free special introductory-level rental equipment (skis, boots, poles, or boots and snowboard). The Learn to Ski or Snowboard FREE program is available for ages 7 and up, at no charge every day, Monday, Dec. 1 through Friday, Dec. 19, 2008.

Reservations are encouraged and may be made by calling (802) 228-1600. Those without reservations may participate on a space-available basis. Program attendees should plan to arrive at the Okemo Express Rental Shop, located in the Okemo Clock Tower base area, about an hour before lesson time. This allows time for program registration and equipment fitting. Although free of charge, a beginner-package ticket is required to participate and a credit card deposit is required for rental equipment. Upon completion of the program, participants qualify for a free First Tracks Plus card, entitling them to a \$10 savings on group lessons and rental equipment on weekends and holidays, and \$20 savings on group lessons and rentals on non-holiday weekdays, all season long.

OKEMO.COM WEBSITE BANNER SPECIALS

Skiers and riders can get the inside scoop on specials at okemo.com all winter long. Value-packed coupon specials and otherwise-unadvertised deals are just a click away. Website banner specials are available only for a limited time or may rotate throughout the season. Restrictions may apply. Users must "accept coupon rules" prior to registering for the coupon and an ID must be presented at the ticket window at the time of coupon redemption.

TRY BEFORE YOU BUY

Okemo's snowmakers and groomers have the mountain covered and every morning the first hour of lift service is FREE, so Okemo skiers and riders can sample the conditions before they purchase a lift ticket. Try Before You Buy is valid midweek, non-holiday from 9 until 10 a.m., and on weekends and holiday periods from 8 until 9 a.m. Convenient base area ticketing locations are located at the Okemo Clock Tower base and Jackson Gore base areas.

OKEMO'S FREQUENT SKIER FLEX CARD

Okemo has flexible savings all season long for frequent skiers. When skiers and snowboarders purchase an Okemo Flex Card, they save 50 percent on weekday, non-holiday (Monday through Friday), single-day lift ticket rates; 25 per-

cent on weekend and holiday single-day lift ticket rates; and 50 percent on single-day lift ticket rates every day in November, and from March 16 through closing day in April. They also will save 50 percent on Jan. 4, 10, 11, 24 and 25, 2009. Discounts apply to single-day, full day, afternoon half-day and Sunday Solution morning lift tickets. Flex Card holders receive e-mail notification of special deals throughout the season. As an added bonus, Okemo Flex card benefits are available at Mount Sunapee Resort, and Flex Card holders can present their card at the Crested Butte, Colo., lift ticket office to receive 20 percent off multi-day lift tickets all season long. The Flex Card is \$99 for adults, \$89 for young adults and seniors, and \$79 for juniors and super seniors.

OKEMO 8-PACK

The Okemo 8-Pack is a pre-purchase of eight unrestricted, single, full-day lift tickets for the price of seven. The 8-Pack is valid every day of the 2008-09 season with no restrictions, and it is transferable between family and friends. It may be applied toward the purchase of one or two tickets per day.

OKEMO 12-PACK

The Okemo 12-Pack is a pre-purchase of 12 unrestricted, single, full-day lift tickets for the price of 10. The 12-Pack is valid every day of the 2008-09 season, with no restrictions and it is transferable between family and friends. It may be applied toward the purchase of up to three tickets per day.

THE COLLEGE CARD

Full-time and part-time college students can save 50 percent on the price of a full-day adult lift ticket during weekdays and \$15 on weekends and holidays. By presenting a valid college I.D. from an accredited college, community college, or university at the Okemo Mountain Services Center, students can save all season long. Best of all, the College Card is valid at both Okemo and Mount Sunapee. The College Card is the same price as an adult, one-day lift ticket and includes FREE skiing or riding on the day of purchase. That means that, since the price is based on a given day's lift ticket price, the best time to purchase a college card is early in the season when tickets are offered at a rate according to available terrain.

THREE GREAT MOUNTAINS AND ONE GREAT TICKET

When skiers and riders purchase a minimum three-day lift ticket or lodging/ticket package, they can ski one day during the life of the lift ticket at either Mount Sunapee or Stratton Mountain. By presenting a valid three-day (or longer) Okemo lift ticket to Guest Services at either Mount Sunapee, N.H., or Stratton, Vt., they receive one complimentary lift ticket for that day.

THEY DON'T CALL IT "ULTRA" FOR NOTHING.

When it comes to season passes, Okemo's Ultra Pass covers it all – including this winter's Colorado ski trip. Skiers and snowboarders can enjoy the slopes every day at Okemo, Mount Sunapee, Stratton and even Crested Butte in Colorado, with no restrictions for only \$1,469 for adults. It is like getting four season passes for the price of one, with added ben-

efits at Okemo. Additional Ultra Pass privileges include \$15 off group lessons, morning specialty clinics and full-day high-performance rentals and ski/snowboard demo packages. First-track fanatics will especially enjoy early access benefits that include 7:45 a.m. lift access on weekends and holidays at Okemo and Stratton.

OKEMO SKIER AND RIDER APPRECIATION DAYS - JUST \$39.

Skiers and riders of all ages can enjoy an entire day on the slopes at a special discounted lift ticket rate on select Thursdays in November, December and March for just \$39 and in April for just \$29. Appreciation Days are Dec. 4, 11, 18; March 12, 19, 26, April 2, 9 and 16.

ACTIVE DUTY MILITARY DISCOUNT

Okemo offers a military discount for United States military personnel who are on active duty. When active members of the armed services show their active duty ID at the Mountain Services Center they, and their immediate family members, receive 50 percent off full-day lift tickets, Monday through Friday, non-holiday, and \$15 off full-day lift tickets, weekends and holidays.

JANUARY TRIBUTE TO U.S. MILITARY VETERANS, FIRE, POLICE AND AMBULANCE PERSONNEL.

Okemo pays tribute to the United States Military veterans, police officers, firefighters and ambulance personnel every Tuesday and Thursday during the month of January 2009, with a special half-price discount on lift tickets. When they show their ID card/badge and a photo ID at the Mountain Services Center at the Okemo Clock Tower base area or the Jackson Gore base area, qualified personnel will receive 50 percent off the price of an adult, full-day, full price lift ticket. It is Okemo's way of saying "thank you" for all that our civil servants do.

LADIES' DAYS – CALLING ALL OKEMOMMAS.

Tuesdays are officially Ladies' Days at Okemo. All ladies can ski and ride all day on select Tuesdays for just \$39. Moreover, the savings continue with a group lesson for just \$25. Girl friends, sisters, mothers and grandmothers will enjoy a ladies' day out on the slopes Dec. 2, 9 and 16; Jan. 6, 13, 20 and 27; March 3, 10, 17 24 and 31.

SUNDAY SOLUTION MORNING HALF-DAY LIFT TICKET – VERMONT'S ORIGINAL MORNING TICKET.

Okemo's popular Sunday Solution (valid from 8 a.m. to 1:30 p.m.) is for weekend warriors who want to head for home early, but still want to ski without paying for a full-day lift ticket. Adults (ages 19-64) pay \$68; Young Adults/Seniors (ages 13-18 and 65-69), \$58; Juniors/Super Seniors (ages 7-12 and 70+), \$45; Children 6 and under ski/ride for FREE every day. As a bonus, Monday Solution Lift Tickets will be offered on select Mondays: Jan. 19, 2009, and Feb. 16, 2009.

For more information, please visit www.okemo.com via an easily found link in the New England section of the homepage of www.skiernews.com or call 1-800-786-5366.

at NEW HAMPSHIRE SKI AREAS – IMPROVEMENTS READY for 2008–09

Millions of dollars being spent to enhance skier experience

NORTH WOODSTOCK, NH – Every summer New Hampshire's ski areas roll up their sleeves, and get to work improving their resorts for guests. This past summer was no different with many improvements underway across the state. Following is a list of projects in the Granite State for the upcoming 2008-09 winter season.

BRETTON WOODS

As part of a decade-long improvement plan, resort guests this winter will find a new spa and conference center. Guests can also enjoy year-round Canopy Tours, which consist of a 1,000-foot descent utilizing zip lines, suspension bridges and hiking trails. The Kinderwoods Playground has been expanded with the installation of a rope tow and sledding hill, fire pit, and new playground equipment. The entire fleet of rental equipment has also been replaced with state-of-the-art skis and snowboards. Also new this year will be seasonal rentals of high-end demo equipment, which means guests can choose the right skis daily for changing conditions.

CRANMORE MOUNTAIN, NORTH CONWAY

Cranmore is in the process of adding several new trails to bring their total to 50 trails. Tommy's Trail is an intermediate trail off East Slope; Oompah Flats is a connector trail between Artist Falls and South Slope; Roundabout is an intermediate trail off Snowtrain; and Gibson Chutes is a new gladed area off Gibson.

CANNON MOUNTAIN, FRANCONIA NOTCH

Cannon is adding six additional glades and a new trail for the winter. One of the added glades and the new trail will be located in the Tuckerbrook Family Area, bringing the total in this area to 14 trails and glades. The glades will be located on the upper mountain, including four experts and one intermediate glade. Cannon will also be putting names to some existing, unnamed trails, making the mountain easier to navigate. To keep the trails in top shape, a new Prinoth Bison grooming machine has been added to the grooming fleet.

CROTCHED MOUNTAIN, BENNINGTON

A variety of improvements were made over the summer at Crotched, including the addition of more snowmaking

capacity, trail re-grading, rebuilding and expanding the base lodge deck, and the overhaul of all of the tillers in the grooming machines. A new area of glades has been cleared and named Solstice Glades.

DARTMOUTH SKIWAY, LYME CENTER

Dartmouth has a long history of ski racing, and to ensure it stays that way, the Skiway blasted and regraded 200,000 square feet of its FIS competition slalom and giant slalom trails to meet FIS suggested upgrades. Recreational guests will also be able to enjoy the widening of the trails along with expanded snowmaking, including three new SMI fan guns, rebuilt pumps, and drainage. Rentals have been upgraded with Volk1 Skis, Dalbello boots and Marker bindings.

JACKSON XC, JACKSON

Over the summer, the area constructed a new FIS eligible competition course. The work will add to the Wave Trail, and the new, even trail surface will allow for skiing with minimal snowpack. This new trail will make Jackson XC only the sixth cross-country ski area in the country to meet FIS homologation standards and will allow the area to host high-level national and international competitions.

MOUNT SUNAPEE, NEWBURY

More efficient snowmaking production tops the list of capital improvements at Mount Sunapee. The 30 new HKD energy efficient snow guns will be in place for winter. This allows Mount Sunapee to continue to reduce its electrical and diesel fuel consumption.

LOON MOUNTAIN, LINCOLN

As part of the ongoing South Peak expansion, two additional trails will be opened this winter with a total of 14 acres of additional terrain. The handle tow on Sarsparilla is being replaced with a more beginner-friendly magic carpet lift. The handle tow will then be moved to the upper part of the trail, allowing those whose abilities have progressed to try something new without having to get on a chairlift if they are not ready. Snowmaking will be enhanced by the addition of 20 new Boyne Low-E fan guns and 50 new tower guns.

PATS PEAK, HENNIKER

Pats Peak is adding to its snowmaking system, now covering 100 percent of the area. New for this winter are 14 additional HKD Tower Guns, eight new SMI Fan Guns, and a high capacity water pump. Pats will have 100 percent of its terrain available for night skiing with lighting added to Tornado Trail, giving Pats the most and steepest double black diamond trails available for night skiing in northern New England. A new gladed area is being cut between the East Wind and Duster trail. The rental shop is continuing to improve its inventory with 200 new pairs of skis and bindings, 300 pairs of ski boots and 150 snowboards. Improvements are also being made to the ticketing system, base lodge, seasonal lockers, and food service options.

WILDCAT MOUNTAIN, PINKHAM NOTCH

Wildcat is working on adding several items to its relocated terrain park. Thanks to help from Snow Grind, the area will be adding several boxes and rails to offer progression elements for skiers and riders. The ZipRider zipline will have four cables available for riders who want to fly through the air at up to 40 miles per hour. Indoors, the base lodge will be receiving new carpet, improvements to the bar area, and fresh interior paint. On the hill, new low-energy snow guns will help reduce environmental impact as well as energy costs. Other environmental efforts include a vegetation restoration project in Mountain Jag glade, which will involve restricted use in areas allowing growth to regenerate.

WATERVILLE VALLEY, WATERVILLE VALLEY

Improving the snow quality across the resort, 85 new low energy snow guns are being added along with a new snowcat. Several gladed areas are being thinned out to improve the terrain. The terrain parks will get a new line up of rails and boxes along with an upgraded sound system.

Ski NH is the statewide association representing 37 alpine and cross country resorts and more than 200 lodging properties in New Hampshire. For more information on ski areas, lodging packages, and updated winter events at Ski NH mountain resorts, call Ski NH at 1-800-88-SKI-NH (1-800-887-5464) or visit the Ski NH website at www.SkiNH.com

WACHUSETT MOUNTAIN TACKLES THE ECONOMY WITH 10-POINT PROGRAM

PRINCETON, MA – The steepest slope Wachusett Mountain skiers or snowboarders have to negotiate for the 2008-09 winter season is not on the ski area's black diamond trails; it is dealing with how the current economy affects their household.

"We want to make sure our guests have numerous economical options to keep skiing or snowboarding an important part of their winter leisure time activities," said David Crowley, Wachusett general manager. "While costs continue to increase everywhere, we hope our location and value pricing programs will allow our guests a variety of ways to make their Wachusett Mountain experience part of their winter budget." Wachusett has adopted a 10-point program this season outlining its most economical benefits, programs and packages:

1. JUST A COUPLE GALLONS AWAY NOT A COUPLE TANKS.

Wachusett Mountain's convenient Central Massachusetts location makes it the most accessible ski area, and one of the most economical, in New England. With gas costing more these days, a family's investment to get to the northern New England mountains can be considerable. The savings of driving to Wachusett Mountain, with its location only one hour from Boston, could pay for the cost of a lift ticket and more.

2. BETTER FOR THE ENVIRONMENT.

Guests will consume less fossil fuel going to Wachusett. Skiers and riders can still get in a fun day on the slopes, spend less money getting there, and help the environment along the way. For those who are traveling to Wachusett by car, the ski area is offering incentives this season for those who carpool. If a guest purchases four lift tickets for the same day session online, they will receive free VIP Parking for their vehicle (normally a \$12 fee). For those not wishing to drive, Wachusett is the only ski area in New England to offer public transportation via commuter rail service. The Ski Train from Boston's North Station to nearby Fitchburg is available Saturday and Sunday morning and Saturday afternoons, with connecting shuttle service to the mountain.

3. LATER DEADLINES ON SEASON PASSES

For a summary of all season pass prices, visit www.wachusett.com.

4. NEW COLLEGE UPASS INTRODUCED.

College students now have the best deal ever made available at Wachusett Mountain. Currently enrolled students can purchase a "UPass." The new College UPass entitles students to the same benefit as a Bronze Century Pass at a significant savings. The pass is valid all nights through the season, as well as midweek, non-holiday days. In addition, the pass entitles students to a \$10 savings on weekend or holiday days. Offered in conjunction with the Worcester College Consortium, the UPass will be promoted to the colleges and universities through Worcester, as well as in the Boston area.

5. NEW THREE-DAY LEARN-TO-TURN PACKAGE INCLUDES FREE SEASON PASS.

Learning to ski or ride is a life-long investment in a fun, healthy, family-friendly sport and activity. For the 2008-09 season, Wachusett is rewarding guests who make that investment by providing a free Bronze Century Pass to anyone, 6 and older, who purchases a Three-Day Learn-to-Turn Package. The program is an extension of the mountain's already-popular Learn to Turn Package.

6. SKI FREE WITH FCHP.

For the 2008-09 season, Wachusett Mountain has partnered with Fallon Community Health Plan to give members a tremendous new value. All FCHP members can use their \$300 "It Fits" family fitness reimbursement toward Wachusett Mountain lifts, lessons and season passes. For details, go to www.fchp.org/skifree.

7. NEW FLEX TICKET PRICING.

On top of numerous package options for the 2008-09 season, Wachusett Mountain has developed a new Flex Ticket pricing on individual day or night lift tickets. The new pricing structure breaks the season down into three categories: prime, peak and spring. It has allowed the ski area to hold or decrease lift ticket rates during a majority of the ski season.

8. THREE-PEAT CARD IS PERFECT ALTERNATIVE

For those Wachusett Mountain guests looking for an even better economic alternative, the "Three-Peat" Card is the perfect answer. Available for only \$99, the card entitles purchasers to three days of skiing or riding anytime during the season. It can even be re-loaded after the three days are used. The three days or nights do not have to be consecutive.

9. SAVE ON EVERY VISIT WITH A PASSPORT.

Additionally, Wachusett also offers another benefit card called the Passport. Available for \$30, the Passport entitles purchasers to an \$8 discount on lift tickets, rentals and lessons every visit during the season. A Passport Plus is also available, which offers a \$10 discount on lift tickets, rental and lessons and every fifth visit is free.

10. MORE ECONOMY-BUSTER DEALS

Wachusett offers a variety of other deals throughout the season. New for the 2008-09 season, Wachusett Mountain (and several other New England resorts) will participate in the popular "Ski 3" promotion with Mobil gasoline stations throughout the Northeast offering added savings on midweek lift tickets. Stay tuned for details. Throughout the winter, Wachusett also offers special deals and packages online, via email and through text messaging promotions to customers' cell phones (text "SKIWA" to 95495 to sign up).

Visit www.wachusett.com via an easily found link in the New England section of the homepage of www.skiernews.com for details on all the great deals and info. Or please call 1-800-754-1234.



This Winter Enjoy a SKI DAY-CATION!



You don't have to go away to feel like you're on vacation.

With our big-mountain resort atmosphere, friendly staff and convenient location, you'll feel like you're on vacation—even if it's only for 1 day! Wachusett has always been a great value—maybe now more than ever!

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Operated in cooperation with the Massachusetts Depart. of Conservation & Recreation.

Buy a 3-Peat Card and enjoy three Day-cations anytime this season for only \$99!

SKIER'S RESPONSIBILITY CODE

Ski resorts can be enjoyed in many ways. At the areas you may see people using alpine, snowboard, telemark, cross country and other specialized ski equipment, such as that used by disabled or other skiers.

Regardless of how you decide to enjoy the slopes, always show courtesy to others and be aware that there are elements of risk in skiing that common sense and personal awareness can help reduce.

Observe the code listed below and share with other skiers the responsibility for a great skiing experience.

1. Always stay in control.
2. People ahead of you have the right of way.
3. Stop in a safe place for you and others.
4. Whenever starting downhill or merging, look uphill and yield.
5. Use devices to help prevent runaway equipment.
6. Observe signs and warnings, and keep off closed trails.
7. Know how to use the lifts safely.

KNOW THE CODE. IT'S YOUR RESPONSIBILITY.

(This is a partial list.)

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