

ENHANCED SNOWMAKING and REDESIGNED TERRAIN PARKS TOP THE LIST OF IMPROVEMENTS at SUGARLOAF for 2008-09

Sugarloaf receives more than \$5 million in capital improvements for this season.

CARRABASSETT VALLEY, ME – For decades, skiers and riders from around the world have travelled to Sugarloaf, Maine, to experience mystique, the challenge and the unmatched sense of community that only Sugarloaf is able to offer.

Sugarloaf provides terrain to suit skiers of all abilities, from gut-checking steeps in the snowfields to family friendly beginner terrain and numerous terrain parks. The resort boasts the only lift-serviced above-treeline skiing in the East. Over the years, Sugarloaf has continued to improve its offerings, with new technology, terrain, and infrastructure.

When skiers and riders return to the slopes of Sugarloaf for the 2008-09 season, they will be greeted with more than \$5 million in off season improvements, including enhanced snowmaking capacity, redesigned terrain parks and upgrades to on-mountain facilities. The off season investment makes a total of more than \$9 million in capital improvements since Sugarloaf joined the Boyne Resorts family in 2007.

Following considerable improvements to the resort's snowmaking system in 2007, Sugarloaf added further upgrades this summer in order to produce more snow early in the season. The resort added a sixth water pump to its pump house, replaced all existing pumps with new, more efficient ones, and augmented its snowmaking fleet with 25 new Boyne proprietary energy efficient fan guns, which specialize in producing large quantities of snow at higher temperatures.

Sugarloaf has also added 50 new low energy HKD snow guns, as well as new high flow snowmaking pipe to the summit, which will improve snowmaking in the resort's above-treeline area. All told, the improvements to

Sugarloaf's snowmaking system will increase the resort's overall snowmaking capacity by an estimated 20 percent.

"The replacement of all of our pumps plus the addition of the new low energy technology pushes us closer to our goal of doubling our snowmaking capacity while simultaneously decreasing our energy consumption by 50 percent," said John Diller, Sugarloaf's General Manager. "We will be implementing additional steps in the coming seasons to achieve this goal, and this is a great leap toward that mark."

Freestyle skiers and riders will find a new terrain park landscape at Sugarloaf this season, with a new advanced terrain park on Haywire, new beginner park on Whiffletree, newly designed Superpipe, as well as a new, permanent snowboardcross/skierncross course designed in part by Olympic snowboardcross champion Seth Wescott. The course, which will be called Sidewinder, will be located in the area formerly known as The Yard, and will feature live timing, allowing guests to test their skills and weigh their times against each other and against Wescott.

The advanced terrain park features that were located in The Yard will now be found on Haywire, where new snowmaking equipment has been installed. Sugarloaf's intermediate park will again be located in the Stomping Grounds, where crews widened sections and straightened corners to allow for more features and better traffic flow. Beginning park riders will find a new park this season as well, the Skybound park on Whiffletree, located in the former Turbo Tubing area.

Considerable earthwork was done to Sugarloaf's Superpipe during the off season as well, which will reduce the amount of snow needed to open the pipe by 50 percent or more.

Turbo Tubing will be located on the Landing for the 2008-09 season, closer to the Base Area, which will feature several improvements of its own. The area known as The Beach will be flattened and resurfaced and will feature a new bonfire pit, permanent awards podium, and new outdoor barbecue area, all to create a more festive and welcoming atmosphere around the Base Lodge.

Guests will be able to navigate the mountain with greater ease this season as well, with all new trail signage throughout the resort. Skiers and riders will also find improvements to Sugarloaf's tree skiing areas, including three newly marked glades, as well as a new addition to Bullwinkles, Sugarloaf's on mountain restaurant, which will feature additional cafeteria area seating and a new deck. Eight of Sugarloaf's lifts will have new lift buildings, which will be energy efficient and will reduce the amount of energy required for heat by two-thirds or more.

"When we announced these investments at the end of last year, we said they would be the first steps toward a rejuvenated Sugarloaf," Diller said. "Thanks to the commitment we've seen from Boyne in the past year, I think guests will find an enhanced Sugarloaf experience when they return this season and will see that we are still very much committed to that goal."

Located in Carrabassett Valley, Maine, Sugarloaf is recognized as one of the top winter and golf resorts in the world. It is home to the only lift-serviced above treeline skiing and riding in the East and one of Golf Digest's America's 100 Greatest Golf Courses. Sugarloaf is a member of the Boyne Resorts family of resorts and attractions.

To learn more, log on to www.sugarloaf.com via an easily found link in the New England section of the homepage of www.skiernews.com or call 1-800-THE-LOAF.

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