

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