

DESTINATION NORTHEAST – NEW ENGLAND FAVORITES

DNE-NEF • VOLUME 4 – NO. 11 • INSERT SECTION FEATURING THE FINEST SKI and SNOWBOARD RESORTS in MAINE, MASSACHUSETTS, NEW HAMPSHIRE and VERMONT

SUNAPEE RANKS BEST IN EAST FOR SNOW... AGAIN

WHAT IS NEW AT MOUNT SUNAPEE

NEWBURY, NH – High-tech snow guns, new glades, recycling, park changes and another industry award highlight what is new for 2009-10 at Mount Sunapee Resort.

Mount Sunapee purchased 10 more energy efficient snow guns, enabling the resort to make more snow with less energy. Purchasing 58 SV-10 snow guns over the past three years has lowered Mount Sunapee's electricity usage by 14 percent, while at the same time increasing overall snow production.

A new gladed trail has been cut on Mount Sunapee's South Peak Learning Area. Already one of the most complete learning areas in the East, the new Paradise Glades will add yet another dimension for novice skiers and riders on South Peak. South Peak has its own beginner terrain park, 13 trails and five lifts.

Mount Sunapee's energy management program will be expanded this winter to include the recycling of glass, plastic and aluminum cans in the base lodges. Mount Sunapee also recycles cardboard, scrap metal, vehicle oil and kitchen oil.

This season Mount Sunapee's main terrain park will have a new look as it expands to incorporate part of a third trail. This year the main terrain park will offer at least four progression lines featuring small, medium, large and extra large elements. Progression lines are a series of elements sized for a particular ability level of park rider that increase in size and difficulty as the rider progresses down the slope. This new park layout will also be accompanied with a new name for the terrain park: "603."

Mount Sunapee received its second national award in the past five years from the National Ski Areas Association for Guest Service. The new MyPlace skills development program for young skiers and riders ages 13-17 includes a "reality video" taped by the instructor. The video is edited, music is added and the video is posted on the MyPlace page on Mount Sunapee's website so it can be shared with friends.

For more information about Mount Sunapee, visit www.mountsunapee.com.

WHAT'S NOT NEW AT SUNAPEE

NEWBURY, NH – Mount Sunapee was ranked with the best snow surfaces in the East for the fourth year in a row in the 2009 SKI Magazine Reader Survey in the October 2009 issue of the magazine. Snow surfaces are the combined ranking of grooming and snow quality.

Mount Sunapee ranked No. 1 in the East for Grooming and No. 2 in the East for Snow Quality for the third year in a row. In 2006, Mount Sunapee ranked No. 2 in Grooming and No. 2 in Snow Quality.

"Consistent, reliable snow is what keeps our guests coming back," said Bruce McCloy, director of marketing at Mount Sunapee. "I think what's telling about Mount Sunapee's No. 1 ranking for snow surfaces over the past four years is the variability of the weather over those four seasons. In 2006 we received only 50 percent of our annual snowfall, in 2007 we had average snowfall, in 2008 snowfall was a near record and in 2009 we had slightly above average snowfall. Despite the vagaries of the weather, our huge commitment to snowmaking and grooming enables us to provide the best snow surfaces in the East day after day."

In the 2009 survey, Mount Sunapee received nine Top 10 category rankings in the East. In addition to grooming and snow quality, other top ten categories include value, access, family programs, weather, scenery, terrain parks and overall satisfaction. Mount Sunapee's tag line, "The Big Mountain with the Best Snow is in Your Backyard," should resonate with skiers and snowboarders this season. With consumers staying closer to home, Mount Sunapee offers more than 1,500 vertical feet, 65 trails and 10 lifts only 90 minutes from Boston in addition to offering day-in and day-out the best snow surfaces in the East.

For more information, please visit www.mountsunapee.com.

HALF-PRICE CHILDREN'S TICKETS and FREE LUNCH HIGHLIGHT MOUNT SUNAPEE DEALS

NEWBURY, NH – No matter what day of the week you like to ski or how often you can get to the mountain, Mount Sunapee offers a wide variety of options and specials to match your needs.

The Flex Card offers 50 percent off midweek full-price daily lift tickets (non-holiday periods) and 25 percent off weekend and holiday full-price daily lift tickets. There are also 50 percent savings every day early season and late season. In addition, Flex Card holders receive \$10 off ski/snowboard workshops, rental packages and high performance rental packages.

The Mount Sunapee 6-Pack offers 16 percent savings every day and has lots of flexibility. You receive six weekend/holiday tickets for the price of five. All six tickets can be used daily from opening day through Dec. 25, 2009, and from March 8, 2010, until closing day. Up to two tickets per day can be used Dec. 26, 2009, through March 7, 2010. The prices are Adult \$340, Young Adult/Senior \$280, Junior/Super Senior \$210.

Online Specials – Children ages 6-18 ski or ride for half price with the online Family Values promotion. For each adult who purchases a full-price all-day ticket Sunday through Friday up to two children ages 6-18 can ski or ride for half-price. An online coupon is required. Check for dates available on the Mount Sunapee website. Excludes holiday periods.

Magic Monday – It is truly magic when everyone can ski or ride for only \$42. Excludes holiday periods.

Ladies' Day Tuesday – Ladies can ski or ride for only \$49 and enjoy a complimentary buffet lunch in Goosefeathers Pub. Ladies' Day also includes half-price childcare and Learning Center discounts. Excludes holiday periods.

Two Fer (2-for-1) Wednesday – Every Wednesday is 2-for-1 Day. There are no restrictions, so bring a friend and two can ski or ride for only \$64. Excludes holiday periods.

Free Lunch Thursday – That is right. Purchase a full-price all-day lift ticket and lunch is on Mount Sunapee. Each guest receives a \$12 voucher for lunch at any of Mount Sunapee's food outlets.

For more information about steals and deals at Mount Sunapee visit www.mountsunapee.com.

You can link to Mount Sunapee via an easily found link on the homepage of www.skiernews.com or link from skiing's new online magazine at www.skiernews.net/NEF2010-Sunapee

Best Snow Surfaces in the East!

Three Years in a Row!

2009	2008	2007
#1 Grooming	#1 Grooming	#1 Grooming
#2 Snow Quality	#2 Snow Quality	#2 Snow Quality

- SKI Magazine Reader Survey
Eastern Rankings

STEALS & DEALS

(non-holiday periods)

Magic Monday - It's truly magic when everyone can ski or ride all day for only \$42.

Ladies Day Tuesday - Ladies ski or ride all day for just \$49, plus receive a complimentary buffet lunch. Also includes half-price childcare and lesson discounts.

2-fer-1 Wednesday - Grab a friend and enjoy Mount Sunapee's best midweek deal. Two can ski or ride all day for only \$64.

Free Lunch Thursday - That's Right! Purchase a full-priced, all-day lift ticket and receive a \$12 food voucher to use at Mount Sunapee.



MOUNT SUNAPEE



www.mountsunapee.com
(603)-763-3500