

SUNDAY RIVER CELEBRATES 50 YEARS

NEWRY, ME – When the ski trails of Sunday River opened on December 19, 1959, all that existed were four trails, a T-bar and a small base lodge encompassing a restroom and some offices. This year, Sunday River celebrates its 50th Birthday with 132 trails, 671 acres spanning across eight mountain peaks, 16 chairlifts, two Grand Resort Hotels, four lodges and unsurpassed snowmaking and grooming system. The icing on this year's birthday cake is \$3.5 million in capital improvements to lodging upgrades, snowmaking equipment and lift service.

"Last year's capital investments, including the Chondola and 12-Hour Skiing, combined with this year's investments in lodging, lifts and snowmaking, sets Sunday River up for great success and gives us a reason to celebrate how far we have come in 50 years," said Dana Bullen, general manager for Sunday River.

The most significant of this year's capital expenditures is \$1.4 million on new custom-designed Boyne Beds to each room of Sunday River's two Grand Resort Hotels. Boyne Beds feature a 13.5-inch coil-on-coil mattress, all-white bedding package including 300 thread count sheets, a Primaloft comforter and fresh white duvet covers, as well as a collection of goose down sleeping pillows and Euro shams. As well, each room has new 42-inch flat screen televisions.

Sunday River's remaining capital budget for 2009-10 continues to invest in the resort's lift and snowmaking systems with the additions of new drives and low voltage replacements for the White Cap and Spruce Peak lifts. Also in the budget are new lift houses for the magic carpet area; a new load ramp for the White Cap lift; new disconnects, valves and piping for the Bark Pump House; a new drying tower for the Snowflake Factory; as well as valve and valve house upgrades and new snowmaking hose. Total investment for land, equipment and building upgrades is \$2.1 million.

SUNDAY RIVER'S HISTORY

Sunday River was founded as a corporation on April 28, 1958, with a capitalization of 25,000 shares of common stock with a par value of \$10.00 per share. However, it was not until Dec. 19, 1959, that Sunday River opened to the public for skiing. What started on Barker Mountain as four trails, a T-bar and small base lodge has since grown into what guests see and experience today. Today, Sunday River is the second largest resort in New England, boasting eight interconnected mountain peaks and an average of 167 inches of snow annually.

In most recent history, Sunday River became part of the Boyne Resorts family in August of 2007. Boyne Resorts features some of North America's biggest and best snow sports destinations, championship golf courses, luxurious spas and a full menu of active lifestyle amenities. Since falling under Boyne Resort's management, Sunday River has benefited from over \$22 million in capital investments including last year's additions of the Chondola, 12-hour skiing and 75 Boyne-developed Low-Energy fan guns.

Over the past 50 years, Sunday River has invested more than \$160 million in capital improvements and expansion. Over the past two decades alone, Sunday River has increased skiable acreage from 70 acres to 671 acres – spanning across eight mountain peaks – the largest resort expansion in the recent history of Eastern skiing. Yet, even with its spike in physical growth, Sunday River remains true to the one product that enabled it to become the destination resort it is today – snow.

Today, Sunday River has the largest and most technically advanced snowmaking system in the East including over 1,900 state-of-the-art snow and fan guns, enough to leave every trail set up for most of the winter. These snow guns are spread out along 72 miles of snowmaking pipes, which cover 92 percent of Sunday River's terrain. This combination in systems and passion has allowed Sunday River to beat out every other East Coast resort in the race to open, opening on Halloween in 2007 and 2008.

REASON TO CELEBRATE

Much has changed for Sunday River in the past 50 years, and to celebrate how far the resort has come, a season-long celebration is planned starting with a kick-off party on Saturday, Dec. 19 – exactly 50 years to the day Sunday River first opened. From live music to fireworks, themed weeks to signature events like the resort's annual Santa Sunday and Dumont Cup featuring X-Game start Simon Dumont himself, there are many ways to celebrate with Sunday River this winter.

For more information please log on to Sunday River's website via an easily found link in the New England section of the homepage of www.skiernews.com or log on directly at www.sundayriver.com

Please call 1-800-543-2SKI (1-800-543-2754).

You can read this exact page online and link to Sunday River from it at skiing's new online magazine at: www.skiernews.net/NEF2010-SundayRiver

WINTER VACATION PACKAGES

NEWRY, ME – Sunday River has announced winter Ski and Stay packages with savings up to 25 percent off what packages were priced at in 2008-09. Combining lodging, lift tickets and adult Perfect Turn lessons, Sunday River Ski and Stay packages provide the best all around value. For price shoppers, Sunday River is adding a new vacation planning tool to its website that allows guests to see how much basic Ski and Stay packages cost each week and weekend throughout the 2009-10 season.

SUNDAY RIVER'S MOST POPULAR SKI & STAY PACKAGES:

Ski and Stay
Starting at just \$69 per person, Ski and Stay packages are available midweek and weekends all season long and include lodging and a daily adult lift ticket, plus free daily Perfect Turn lessons, Sunday River Ski and Stay packages provide the best all around value. For price shoppers, Sunday River is adding a new vacation planning tool to its website that allows guests to see how much basic Ski and Stay packages cost each week and weekend throughout the 2009-10 season.

Five Day Ski Week
Starting at just \$349 per person, the Five Day Ski Week is a great value for an extended stay. To experience all eight of Sunday River's mountains, its 132 trails and 671 acres, plus everything else the resort has to offer, guests need a five day stay. Five Day Ski Week vacation packages include five nights of slopeside lodging, a five-day adult lift ticket and free adult Perfect Turn lessons each day, all at incredible savings and are available Jan. 3 – April 8, 2010.

Deal of the Century
The Deal of the Century package includes lodging at the resort's Snow Cap Inn, a two-day adult lift ticket, plus breakfast at the Snow Cap Inn and dinner at one of Sunday River's on-mountain restaurants and starts at \$109 per person. This package is available for Monday, Tuesday and Wednesday arrivals, (excluding holiday periods), Jan. 4 – April 7, 2010.

Midweek Bliss
Skip the weekend crowds and enjoy the slopes of Sunday River to yourself with the Midweek vacation package starting at \$139 per person. Available for Monday, Tuesday and Wednesday night arrivals (non-holiday only), this Ski and Stay package is based on double occupancy and includes one night of lodging in either Grand Resort Hotels, two days of skiing and adult Perfect Turn clinics, plus dinner and breakfast. Midweek Bliss is available Jan. 4 – April 14, 2010.

2 Night / 3 Day Midweek Getaway
Starting at \$259 per person, the Midweek Getaway package includes two nights lodging in either Grand Resort Hotel, a three-day adult lift ticket, free daily adult Perfect Turn clinics, two breakfasts and one dinner. This Ski and Stay package is available for Sunday - Wednesday night arrivals, excluding holiday periods and is based on maximum occupancy. This package is available Jan. 4 – April 14, 2010.

For a complete list of vacation packages, please visit www.sundayriver.com



Sunday River.

This season marks Sunday River's 50th year of great snow, huge deals and infinite good times.

So join the celebration across all 8 peaks and 132 trails. Ride the only Chondola in the northeast and enjoy tons of diverse terrain, all blanketed by Mother Nature and the world's most powerful snowmaking. And save with special deals like Ski & Stay packages starting at just \$50. It's 50 years worth of fun... and we're only just beginning!
For more details, call 1.800.543.2SKI or visit www.sundayriver.com.

*Tax and service charge not included. Certain restrictions apply.

\$ 50
SKI & STAY

Link here to - www.sundayriver.com