

## WACHUSETT BRINGS SNOWMAKING and GROOMING to NEW HEIGHTS

PRINCETON, MA – Already known for its impeccable snowmaking and grooming, Wachusett Mountain Ski Area is bringing both to new heights for the 2009-10 season. In its ongoing initiative to create practically “instant” snow, Wachusett’s award-winning Mountain Operations Department has made two major new steps this year with improved snowmaking and the addition of a winch cat to its grooming fleet.

Wachusett added 42 new HKD tower-mounted snow guns to its already impressive arsenal. These new guns will replace the ones on the Conifer Connection trail from the summit. Conifer is traditionally Wachusett’s first trail to open each season, and the new guns will permit more snow to be made early in the season, utilizing lower amounts of energy and allowing for improved productivity at higher temperatures. For this winter, Wachusett has also replaced the snowmaking pipeline on the Upper Smith Walton trail. The new pipe will provide for improved snow output on the steep pitch of the popular advanced trail.

The snowmaking advances are coupled with Wachusett’s acquisition of a new winch cat, manufactured by Pisten Bully, significantly improving the mountain’s grooming capability in three critical areas. Best known for enhancing grooming on steep pitches, winch cats also provide more efficient grooming by better utilizing natural or machine-made snow already in place on the trail. The winch cat cable, which can

extend up to 1,000 meters, connects to winch hooks (known as pick points) placed at pivotal locations on the mountain. This season, Wachusett added two hooks on Upper Smith Walton, one hook on Upper 10th Mountain and two hooks on Upper Conifer Connection.

“Those will allow for the grooming machine operator to better utilize snow from our snowmaking guns to strategically move to the most effective areas on those popular trails,” said Scott Goodnow, Wachusett’s vehicle maintenance manager. “The ‘winch’ allows one pass of the grooming machine to push greater quantities of snow with less wear and tear on the vehicle and the snow surface. We take great pride in our top-notch grooming and this machine will bring it to an even higher level.”

Wachusett is so confident of its snowmaking and grooming 1-2 punch, it offers one of New England’s original snow conditions guarantees. The ski area’s Unconditional Conditions Guarantee provides skiers or riders with a return visit on another day if they are unhappy with conditions for any reason within their first hour.

For details, visit [www.wachusett.com](http://www.wachusett.com) either directly or via an easily found link on the homepage of [www.skiersnews.net](http://www.skiersnews.net)

Please call 1-800-SKI-1234.

You can view and read this exact page online and link from it as well at [www.skiersnews.net/NEF2010-Wachusett](http://www.skiersnews.net/NEF2010-Wachusett)

## WACHUSETT LAUNCHES NEW DISCOUNTED ONLINE LIFT TICKET PROGRAM

PRINCETON, MA – Already known for providing one of the best values in New England skiing, Wachusett Mountain Ski Area is again tackling the economy head-on for the upcoming winter. For the 2009-10 season, during certain sale periods Wachusett skiers and riders can actually purchase lift tickets online at a lower rate than they were available last season.

The expanded online lift ticket sales service offers two exciting new features for customers this season. There are discounts for tickets bought at least a day ahead, and the purchase cutoff time has been eliminated.

During designated times, guests will be able to receive a \$5 discount off each adult ticket purchased, provided it is bought at least 24 hours in advance. The \$5 online discount will allow ecommerce purchasers to buy lift tickets for only \$49 during Peak Season (Dec. 12 thru Jan. 3, Jan. 16-18, and Feb. 13-21), down from the \$52 rate offered during the 2008-09 season. During Prime Season (opening to Dec. 25, Jan. 4-15, Jan. 19 thru Feb. 12, and Feb. 22 thru April 14), online tickets will cost only \$44, down from \$49 last year. During Spring Season (March 15 to close), online tickets will cost only \$41, down from \$46.

Wachusett is also eliminating the online

sales cutoff so guests can actually purchase their lift ticket right up to the time they leave their house. While those purchasers will not receive the online discount, the elimination of the online sales cutoff gives customers the ultimate in convenience. Previously, they had to purchase by 8 p.m. the night before they planned to visit.

These new features will enhance Wachusett’s online ecommerce service providing the customer with easier, more convenient and more economical opportunities than ever before,” said General Manager David Crowley.

In addition to lift tickets, other products and services available online at [www.wachusett.com](http://www.wachusett.com). These include season passes, gift cards available in any denomination (Card Of Wachusett), Beginner Learn to Turn Packages, VIP Parking, rental equipment, Fall Festival admission tickets and Wachusett logo wear from Mountainside Ski & Sports Shop.

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### 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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