

LOON MOUNTAIN OFFERS WINTER ADVENTURE PACKAGE DEAL with OFF MOUNTAIN ACTIVITIES

LINCOLN, NH – Loon Mountain Resort, located in New Hampshire's White Mountains and primarily known as a premier New England destination for skiing and riding, also offers off-slope family activity options and amenities to complement any winter getaway. An affordable Winter Adventure Package is also available and features a whole day of fun for snowsports enthusiasts and non-skiers, alike.

Located at the base of the mountain, the Loon Mountain Adventure Center is a great place for skiers and snowboarders, as well as non-skiers, to embark on a day of outside winter fun and adventure. The Adventure Center offers a variety of winter activities such as cross country skiing, snowshoeing, snow tubing, zipline, ice skating and indoor rock climbing.

The best and most economical way for guests to experience everything that Loon has to offer off the mountain is by purchasing a Loon Mountain Adventure Package, which delivers a whole day of family fun at an affordable price.

Priced at just \$49 per person, the Adventure Package includes cross country skiing, snowshoeing, ice skating, a round trip on the zipline across the Pemigewasset River, unlimited climbing on the indoor climbing wall, and a one-hour tubing session at the lift served tubing center.

New this winter, guests can show that day's valid lift ticket and get the Adventure Package upgrade for just \$25 per person.

Local outfitters also offer a host of experiences, from sleigh rides and dog sledding, to snowmobiling, ice climbing and more.

The Mountain Club on Loon hotel, located just steps away from the base of Loon's four-passenger gondola, offers a full slope-side fitness facility and spa with affordable packages. The Bunyan Room and Babe's Blue Ox are great choices for après ski camaraderie – even for non-skiers. The surrounding towns of Lincoln and Woodstock offer many options for dining, as well as accommodations to fit any budget.

Please note that schedules, activities, dates and rates are subject to change.

For more information about the Loon Winter Adventure Package, Loon Adventure Center, rates and lodging packages please call 1-800-229-LOON.

You can find more info about Loon via an easily found link in the New England section of the homepage of www.skiernews.com or through their website directly at www.loonmtn.com/skiernews

Please scan the code, on the right of this page, for details and the latest conditions.

LOON MOUNTAIN INVESTS \$1.4 MILLION to ADD MORE SNOWMAKING, FOUR NEW TRAILS and NEW PARK LOCATIONS for 2011-12

LINCOLN, NH – After investing \$20 million in the past five years to add more terrain, uphill capacity and state-of-the-art snowmaking and grooming technology, Loon Mountain continues its commitment to providing a great guest experience in 2011-12. The latest improvements include a \$1.4-million investment to add four new trails (an additional 17.5 acres), and an additional 170 of the latest technology Low-E tower snow guns.

In the past two seasons, Loon has added 600 highly efficient Low-E HKD tower snow guns to its arsenal, increasing overall snow production by as much as 150 percent and maximizing snow output at a wider range of temperatures. For skiers and riders, this means more terrain open earlier, more snow and better conditions all season. Loon has the largest installation of these state-of-the-art, highly efficient snowmaking guns in North America.

NEW GROOMERS

A new Prinoth Bison grooming machine has been added to Loon's fleet, which also includes a Prinoth Beast, added last season. The Beast features 40 percent more grooming surface and pushing power than a standard machine, as well as state-of-the-art technology to provide the best snow surface possible.

NEW TRAILS

Four new trails debut at Loon this season: Upper and Lower Twitcher and Jobber, which are

expert trails on South Peak; and Dropline, a novice trail and the new home of Loon's Burton Progression Park. The new trail names are all logging terms that follow the naming convention of many of Loon's classic trails, such as Walking Boss, Flume and Ripsaw. Upper and Lower Twitcher and Jobber will add even more terrain variety on South Peak.

This winter, the parks lineup changes with new and improved locations on the mountain. The Burton Progression Park, formerly on Little Sister, has been moved to the new Dropline trail located off Bear Pause, next to Grand Junction. Little Sister Park has been renamed as Springboard Park and moves to the trail formerly known as Race City. Springboard – in addition to Brookway Extension and Flying Fox – showcases some of the mountain's best jibs and intermediate features.

NASTAR will move from the former Race City trail to a new location on Lower Twitcher on South Peak. Missing Link Park, the natural park that debuted last winter and features elements made from materials from the surrounding woods, moves to skiers' right of the new Dropline trail.

The signature Loon Mountain Park – consistently ranked by Transworld Snowboarding as a top park in the East – stays put in its location off the Seven Brothers lift. Readers of Transworld Snowboarding voted Loon Mountain Park a top

three park in the East again this year.

Loon Mountain Resort is New England's most accessible mountain resort destination, featuring superior snow, guaranteed, and offering 2,100 feet of vertical, and three peaks full of terrain variety. Terrain ranges from gentle beginner slopes to long cruisers, steeps and tree skiing, plus a full progression of award-winning terrain parks, halfpipe and superpipe.

Loon's Snowsports School offers programs for all ages and abilities and the Adventure Center features zipline, cross-country skiing, snowshoeing, ice-skating, equipment rentals tours, and an indoor climbing wall.

Loon Mountain is operated by Boyne Resorts, the largest family-owned four-season resort company in North America. It is located in the White Mountain National Forest, operating in partnership with the USDA-Forest Service.

You can view this exact page online and link to Loon Mountain as well by logging on to www.skiernews.net/NEF2012-Loon.pdf

You can find more information about Loon via an easily found link in the New England section of the homepage of www.skiernews.com or through their website directly at www.loonmtn.com/skiernews

Please scan the code, below, on the right, for details and the latest conditions.



More New Terrain & Double the Snow!



You take your skiing and riding seriously. And at Loon Mountain, we take your skiing and riding seriously, too. That's why we've invested \$20 million in the past five years to add more terrain, more uphill capacity and more than double our snow making output with the biggest installation of the most efficient tower snow guns going. That's why Loon promises Superior Snow. Plus, we guarantee it, so you know you'll have a great day!



Scan for details and the latest conditions.

Take advantage of Loon's easy accessibility; discover four new trails and experience Loon's 2,100' vertical, terrain variety, and Superior Snow for yourself. Ski & Stay Packages start at just \$89.* Or save up to \$25/day on lift tickets with a Frequent Skier Card.

SUPERIOR SNOW. GUARANTEED.

For details, visit: LOONMTN.COM/SKIERNEWS

*per person, per night, based on double occupancy

FIND OUT MORE:
call - 1-800-229-5666
www.loonmtn.com/skiernews