

RAGGED GETS \$1 MILLION of RESORT IMPROVEMENTS with SNOWMAKING, NEW RFID "GET RAGGED CARD" and a NEW PARTNERSHIP with SPORT THOMA

DANBURY, NH – New Hampshire's Ragged Mountain Resort has invested over \$1 million in resort improvements for the winter season, including the addition of 100 new high-efficiency/low-energy snow guns to be placed across both peaks. One of the favorite trails, Flying Yankee, has a fully automated snowmaking system and the Resort will be making snow on Easy Winder and Birches this winter. All these improvements ensure excellent snowmaking coverage on a wider variety of terrain earlier in the season for Ragged Mountain skiers and riders.

"It's all about the snow, how much you can make and how fast you can get it on the hill," said General Manager Bob Ashton. "Our new automated snowmaking trail allows us to take advantage of smaller windows of cold temperatures that come in November and early December. Our plan is to open both Spear Peak and Ragged Peak before Christmas Week giving our guests more options for early season terrain."

This season Ragged Mountain introduces its new Get Ragged Card. The frequent skier cardholders receive 50 percent off midweek lift tickets and 25 percent weekends and holidays. Ski or ride 10 days and receive a free lift ticket. With Ragged Mountain's new RFID ticketing system, skiers and riders are able to purchase lift ticket products online and go directly to the lifts. "This state-of-the-art technology is about giving our guests the fastest and most-convenient access to the resort," commented Ashton.

Ragged Mountain continues to boast New Hampshire's only high-speed six-passenger chairlift. The Summit 6-Pack whisks skiers and riders to the summit in just under five minutes. From there, the variety awaits. Beginners can choose from the Blueberry Patch, Easy Winder or Upper Ridge. Those who love to arc will find Exhibition meticulously groomed, and Chute and Lower Ridge are perfect for cruising.

Black-diamond buffs can head straight into the Rags to Riches glades or down the fall lines of Birches or Sweepstakes. Spear Peak has its share of expert terrain as well with Showboat, Showoff, and the Not Too Shabby glades.

For those just joining the sport or looking to perfect their technique, the Learning Center at Ragged Mountain is staffed with caring professionals who making learning and progressing fun and easy. The Guaranteed Learn to Ski and Snowboard Program (ages 13 and over) is conveniently priced at \$59 or a three-pack for \$169.

Spear Peak's graduated learning terrain makes it possible to be linking turns from the top after just three lessons. Ragged Mountain's group and private lessons are held daily with a menu of options that focus on getting from the green circles to the blue squares, the blue squares to the black diamonds, freestyle terrain, tree skiing and more. Look for new women-specific programs this winter.

Ragged Mountain's kids programs are designed for optimal learning and excess fun. Kids as young as age 3 begin to carve on the snow as part of the Mighty Moose program. With the Burton Learn to Ride Center and the Mini Riders Program at Ragged Mountain, 4 year olds can learn to snowboard and start working on their tricks in the Wanna Be Wild Park. Part of the fun of participating as a Ragged Rocket (skiing 4-6), Mini Rider (snowboarding 4-6), Ragged Ranger (skiing 7-12), or Mountain Rider (snowboarding 7-12) is exploring the Kids Zones around the mountain. These specially designed areas are for the instructors to teach new techniques and for kids to gain their confidence learning new skills. For kids and families who are totally hooked on Ragged, the Resort offers a season-long camp for kids and adults, plus the Ragged Mountain Ski Team and Development Team.

Once your hunger for the snow is satisfied, be sure to feed your stomach and quench your thirst at one of the three eateries at Ragged Mountain. The Harvest Cafeteria offers burgers, fries, made-to-order wraps, specialty sandwiches, baked potato bar, soups, chowders, homemade baked goodies and cappuccino. The Pub is the choice for wood-fired pizza, wraps, and daily specials. Open Thursday through Sunday nights, the menu expands to offer fulfilling entrees and desserts. Tallulah's Tavern is the place for après ski entertainment and tasty beverages after a day on the slopes. Lunch is available from Tallulah's Full Belly Deli.

New to Ragged Mountain, but certainly not to New England ski resorts, is Sport Thoma Ski Shop. The new Retail Shop, located in the Elmwood Lodge, offers the latest ski and snowboard equipment and clothing; plus all the essentials that make for a perfect day on the slopes: goggles, gloves, mittens, and sunscreen. Ragged Mountain Season Pass holders can take advantage of a 10 percent discount, plus exclusive offers through the season.

Join Sport Thoma on Saturday, Dec. 3, for Demo Day. This is a great time to "try before you buy," especially for those who are still looking for some holiday gift ideas.

View this page online and link to Ragged, at www.skiernews.net/NEF2012-Ragged.pdf

For up-to-date news, conditions, specials, pricing and events, please call 1-877-467-5476 or go to www.raggedmountainresort.com (www.raggedmountainresort.com)

MOUNTAIN 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 and all mountain activities that common sense and personal awareness can help to reduce.

Observe the code listed below and share with others 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.)



ARE YOU HERE YET?

Ragged Mountain Resort is big mountain fun without the big drive. Just 90 miles from Boston and 15 minutes off I-93 and I-89, our two mountain peaks have 50 trails, 3 terrain parks, and acres upon acres of glades for exploring. Both Spear and Ragged Peaks will open sooner this season with the help of 100 new high-efficiency/low-energy snow guns. With New Hampshire's only six passenger chairlift and over \$1 million in improvements get ready for the best season ever! Plus, buy online and go directly to the lifts with our new RFID Get Ragged Card! Combine that with unbeatable scenery and you'll discover why so many of your friends have decided to Get Ragged.

