

WHAT IS NEW IN TELLURIDE: CONTINUED EXPANSION for 2009-10

- SNOWBOARD WORLD CUP in DECEMBER, PRICING THE SAME, SERVICES THE SAME,
- SOME OF THE BEST AIR ACCESS in SKI COUNTRY, NEW HOTELS WIN AWARDS

Editor's note: the lumière hotel does not capitalize their name!

TELLURIDE, CO – Telluride continues this year on an unprecedented run of terrain expansion. All told, the resort has expanded by more than 400 acres over the past three seasons, adding to Telluride's already legendary terrain, offering some of the most spectacular skiing, and riding on the planet. This year sees the opening Gold Hill Chutes 2-5 for the 2009-10 winter season. Revelation Bowl opened in 2008-09 as the biggest story in ski country, along with Gold Hill 1. Palmyra Peak, Black Iron Bowl and Gold Hill 6-10 opened in 2007-08 to a huge public response. The resort's vertical drop is now one of the largest in North America at 4,425 feet, with 3,845 vertical feet lift-served.

The opening of Gold Hill Chutes 2-5 gives full access off west Gold Hill ridge, with 1-10 now accessible to the public. Reminiscent of the long, open lines of Alaska, the spectacular terrain drops 1600 vertical feet into the Prospect Basin, including faces, couloirs, chutes and rock features all above tree line. A ride up the new Revelation Lift offers easy access, with direct skiing into Gold Hill 1 and a short 5-minute hike up a new snowcat road to the top of Gold Hill for 2-10. Two WWII vintage 105 mm howitzers, installed last year, control the area.

PRICING REMAINS THE SAME WITH NO REDUCTION OF SERVICES

Window pricing will remain the same as last season, as will Internet pricing, although with slightly better discounts on multi-day adult tickets during regular and late season. As many resorts are cutting back this year, Telluride has no plans for reduction in services or programs, offering the same excellent activities and guest services that are a trademark of the destination.

TELLURIDE HOSTS SNOWBOARD WORLD CUP

Telluride will be the new home of international snowboarding competition in the U.S. as the 2010 Visa U.S. Snowboardcross Cup hits the Rocky Mountains Dec. 17-20. Telluride will be the sole U.S. stop of the LG FIS Snowboard World Cup and will feature snowboardcross (SBX), parallel giant slalom (PGS) and the newly added Team Snowboardcross competition during the second in

a series of five Olympic qualification events. The heat will be on in the snowboardcross as heats of four athletes race through rollers, jumps and bank turns in an attempt to be the last man standing. The U.S. Snowboarding's men's SBX roster includes Olympic champion Seth Wescott; snowboarding legend Shaun Palmer of South Lake Tahoe, Calif.; and Olympic silver medalist Lindsey Jacobellis of Stratton Mountain, Vt.

TELLURIDE BOASTS SOME OF THE BEST NON-STOP RESORT ACCESS IN THE U.S., PLUS REDESIGNED AIRPORT

Telluride boasts non-stop flights from more major hubs than nearly any other resort destination. With service from nine U.S. cities, direct flights, national and international connections will put guests on the slopes quicker and easier than just about any comparable resort.

Guests vacationing at Telluride Ski Resort can use two area airports: Telluride or Montrose. The Telluride Regional Airport has undergone a \$50 million runway project to improve safety and extend the runway by 200 feet. These improvements will accommodate a growing demand for a wider variety of aircraft and continuing increased service.

Increased air service provides visitors with a great variety of carrier options, easier coast-to-coast connections, flexibility in departure times and lower fares. Service this winter includes daily non-stop flights from Chicago, Denver, Dallas, Houston and Salt Lake City, plus Newark (weekly), Atlanta (twice weekly) and Los Angeles (twice weekly) to Montrose/Telluride Airport, as well as non-stops from Denver (four times daily) and Phoenix (twice daily) into the Telluride Regional Airport.

NEW TELLURIDE HOTELS CAPELLA AND lumière FEATURED IN THE 2009 ELITE TRAVELER TOP 101 SUITES OF THE WORLD

From town center to slopeside, luxurious to rustic, Telluride continues to offer the finest in accommodations for all visitors. Elite Traveler Magazine scoured the globe to find best of the best new and classic suites to surpass any notion of luxury and redefine the standards. Two new Telluride hotels, lumière and Capella proved transcendent, making the annual list. Both hotels exceed in exquisite attention to detail, outstanding service and overall

experience of ultimate comfort, taking luxury lodging in Telluride to the highest level. The Peaks Resort & Golden Door Spa, the largest full-service hotel resort in the greater Telluride area, is undergoing an \$11 million dollar renovation project, including improvements to accommodations, great room, dining and the 42,000-square-foot spa. The New Sheridan and Hotel Columbia have also been remodeled in the past year. Telluride Resort Lodging has expanded, offers accommodations from hotel to luxury homes, and can assist with all reservations and travel arrangements for homes and condominiums, as well as the hotels above (1-800-778-8581).

RESORT DINING REDEFINED

Telluride's flagship restaurant, Allred's, situated at the top of the gondola, introduces a new and approachable dining experience, mixing local and regional, organic and original. Steaks, seafood, ribs, chops, salads and sides accompany ideal appetizers and signature cocktails. Grab a quickie and a glass of wine during happy hour in the spectacular bar, or sit and enjoy the new steakhouse atmosphere with the best restaurant views in Telluride.

High upon the mountain, Alpino Vino opened in 2009 as the perfect European style retreat near the top of Gold Hill. Offering renowned wines, fine cheeses, amazing soups, sandwiches and antipasti plates, Alpino Vino's spectacular views coupled with comfortable cozy ambience provides a perfect retreat from the slopes. This year, a new multi-tiered deck has been constructed with an outdoor wine bar, seating for 50 with spectacular views of the Wilson Range.

The Hop Garden, located in Mountain Village at the base of the Village Express (4), has opened its outdoor bar and beer garden, offering domestic and international beers, cocktails and a menu to suit the whole group for lunch and dinner. The giant yellow umbrella has become the place to be for après ski – stop by to recap the day, or become a part of it with the new Mug Club.

For more information on the Telluride Ski Resort, world cup, air access, new hotels, and what is new, please go to www.tellurideskiresort.com or please call 1-800-778-8581 for reservations.

The FAIRMONT HERITAGE PLACE - YOUR PERFECT ESCAPE in TELLURIDE

TELLURIDE, CO - Nestled among the peaks of the San Juan Mountains, the Fairmont Heritage Place, Franz Klammer Lodge is the perfect escape to leisure and adventure. The Lodge offers premium two- and three-bedroom residences, luxury amenities and Fairmont's engaging personalized service, making it Telluride's ideal place to relax and be invigorated this winter season.

Ideally located in the heart of Mountain Village, the Fairmont Heritage Place, Franz Klammer Lodge is just steps from the slopes of the Telluride Ski Resort. The ski area offers 120 trails evenly distributed between beginner, intermediate and advanced skill levels, and ski lessons for all ages.

Convenient access to ski lifts, ski school, and slope side ski valet are just part of the seamless vacation Fairmont delivers. Personalized service begins before you arrive with pre-arrival itinerary planning, ensuring that every detail of your vacation will be attended to.

From the moment you step onto the tarmac, you can leave the hassles of daily life behind and entrust your vacation experience to the dedicated staff of the Fairmont Heritage Place, Franz Klammer Lodge, beginning with the driver who awaits you at the airport. Complimentary transportation from Telluride and Montrose airports will convey you to the Lodge for an expedient check-in to your luxury accommodations.

Enjoy the comforts of a home away from home in a spacious yet cozy residence that features a living and dining room area with a natural gas stone fireplace; a fully equipped kitchen; and a private balcony with a gas grill. Two-bedroom residences are 1,400 square feet with two master bedrooms and attached master baths. Three-bedroom residences are approximately 2,000 square feet with

two master bedrooms and attached master baths and an additional queen bedded room with adjacent bath. Oversized master baths include jetted spa tubs, and each residence contains a steam shower.

With a wide range of services and amenities, the Fairmont Heritage Place, Franz Klammer Lodge is well equipped to exceed your vacation expectations. The Lodge's 24-hour concierge service will confirm your dinner reservations, book activities for you, and fulfill any other requests you may have during your stay.

The Lodge offers complimentary wireless in-room high speed Internet access, a 24-hour business center, and also boasts a fitness center and game room. You will enjoy the outdoor heated swimming pool with interior swim-through access, as well as indoor and outdoor hot tubs, a steam room, and a sauna.

The Lodge's private Himmel Spa offers guests a retreat from the stress and demands of day-to-day living with an array of massage and body treatments and facials, using only the highest quality natural ingredients. The Spa's therapists will pamper you with consummate skill and personalized attention that will soothe your body and rejuvenate your mind.

With all the comforts and amenities of home, engaging service, and luxurious accommodations that today's discerning travelers have come to expect, the Fairmont Heritage Place, Franz Klammer Lodge is the perfect place to relax, unwind, and enjoy your stay in Telluride this winter season.

For more information, visit their website, via an easily found link on www.skiernews.com or log on directly at www.fairmont.com/klammerlodge

For reservations or more info, please e-mail franzklammer@fairmont.com or call 1-888-728-0355.

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