

SIERRA-AT-TAHOE® SOUTH TAHOE'S ONLY SUPERPIPE, PLENTY of SNOW and GREAT BEGINNER PACKAGES

SOUTH LAKE TAHOE, CA – Sierra-at-Tahoe® Resort is a 2,000-acre winter playground located on the western edge of the Sierra Nevada mountains. Because of its location, it receives a generous amount of snowfall from the storms that come in off the Pacific Ocean, dry out as they cross the Central Valley, and then slam into the 10,000-foot peaks surrounding Lake Tahoe.

These storms deliver an annual average of 480 inches of snowfall. Sierra Resort's north-facing slopes keep the snow in great condition days after a storm while wind-protected lifts enable skiers and riders to access that snow even on stormy days. It is the closest major resort to Sacramento.

BEGINNER'S PARADISE

For beginner skiers and snowboarders, Sierra Resort offers two conveyor carpet lifts on Broadway – one of the best beginner hills in Lake Tahoe. The carpets, which are a total of 700 feet long, make getting up the beginner hill a breeze, so skiers and riders can focus their energy on learning to come down the mountain. The carpets are part of Sierra Resort's expanded beginner terrain, called Easy Street, consisting of 11 total acres of sculpted smart terrain™ that helps improve the learning curve for beginners.

The gently banked turns and shaped features naturally guide skiers and snowboarders into turns and stops so that they are able to learn the fundamentals of skiing and riding more quickly. The beginner terrain, combined with the two carpets, gives students more time and more room on the snow with their instructor and is evidence of Sierra Resort's commitment to being the best place to learn to ski or ride in Lake Tahoe.

ADULT SKI OR RIDE PACKAGES

Adult beginners flock to Sierra Resort's \$35 Learn to Ski or Ride package because it offers incredible value for friends and family members who may have been considering

learning to ski or ride, but were priced out of the sport. The \$35 beginner package includes a 2.5-hour lesson, equipment rental, and lift ticket that allows access to the two new conveyor lifts on Easy Street, Easy Rider Express and Rock Garden, two chair lifts that access the majority of Sierra Resort's beginner terrain. It is available to adult skiers and snowboarders ages 13 and over and must be purchased online, 24 hours in advance.

Limited quantities of the \$35 beginner package are available. The package is available Sunday through Friday throughout the 2011-12 winter season, excluding restricted dates.

TUBING LANES FOR FAMILY FUN

Blizzard Mountain offers families a way to have fun in the snow with two rope tow accessible tubing lanes and an expanded snow play and sledding area, all suitable for young children just starting to explore the outdoors in wintertime.

SIX TERRAIN PARKS AND SUPERPIPE

Freestyle skiers love Sierra-at-Tahoe Resort for the six terrain parks and the only Superpipe on Tahoe's South Shore. Annually recognized by top industry experts and professional athletes as one of the best places to ride park in the nation, Sierra Resort is committed to maintaining a progression of innovative features that allow freestylers to develop and progress at their own pace.

LOCATION, LOCATION, LOCATION

The closest major resort to Sacramento, Sierra-at-Tahoe Resort is located just 12 miles west of Lake Tahoe and receives an annual average of 480 inches of snowfall.

View this page and link to Sierra at www.skiernews.net/Tahoe2012-Sierra.pdf

Find a link to Sierra on the homepage of www.skiernews.com

For more info, call 1-877-SKI-2-STAY or visit www.SierraAtTahoe.com

SKI & Stay packages
Start as low as \$69 per person
1-877-SKI-2-STAY

AT SIERRA-AT-TAHOE® RESORT, WE HAVE ALL THE INGREDIENTS FOR AN AUTHENTIC MOUNTAIN EXPERIENCE. JUST ASK HOMETOWN GIRL, PRO RIDER JAMIE ANDERSON. SHE KNOWS SIERRA IS THE PLACE TO FEAST ON RAW POWDER, HIT AWARD WINNING TERRAIN PARKS OR SIMPLY BASK IN A GENUINE LAID-BACK VIBE. SO, NO MATTER WHAT YOU'RE INTO, YOU'LL EXPERIENCE THE REALEST MOUNTAIN IN TAHOE.

KEEPIN' IT REAL

SIERRA-AT-TAHOE.COM 530.659.7453

TAHOE LAKESHORE LODGE & SPA on the LAKE, WITHIN YOUR BUDGET

Newly renovated lodge rooms highlight 2012

SOUTH LAKE TAHOE, CA — Sitting right on Lake Tahoe's pristine beach and just minutes from area ski resorts, the Tahoe Lakeshore Lodge & Spa offers the only all-lakefront property in South Lake Tahoe. The Lodge is conveniently located just 1.25 miles from downtown shops, casinos and skiing. There a pub and several restaurants within walking distance as well as a drug store and supermarket.

Ski shuttles pick up right in front of the property to whisk you away to the slopes. After a great day of skiing, you can relax in the outdoor hot tub while enjoying one of Tahoe's spectacular sunsets. Then head to Elements Spa for some much deserved pampering. It is all possible and waiting for you at Tahoe Lakeshore Lodge & Spa.

All of their Lodge Hotel rooms are appointed with lodge pine furnishings, gas fireplace, and a beautiful lakefront view with a balcony or patio. Newly renovated lodge rooms await guests for 2012.

Condominiums offer all the comforts of home with a private bedroom, full kitchen, living area and full view of Lake Tahoe. The Tahoe Lakeshore Lodge amenities include a heated pool, hot tub, private beach, daily continental breakfast, ski shuttle service, ski lockers, and a day spa. Discount lift tickets are available this year also.

Imagine waking up to the splendor of beautiful Lake Tahoe right outside your

window as you sit by the fireplace enjoying the view. Then, after the continental breakfast, you can head to the slopes for a gorgeous winter day.

Again for the 2011-12 winter season, mention SKIER NEWS and receive up to 25 percent off, some restrictions apply, but it is a great deal. Please call 1-800-448-4577 for details.

Whether you are looking for romance, adventure or relaxation you will find it at the Tahoe Lakeshore Lodge & Spa. So treat yourself at the spa, explore all that Tahoe's outdoor adventures have to offer, or just relax in your cozy accommodations.

Are you planning a social gathering such as a group ski trip, family reunion or wedding? There is no better year-round location than Lake Tahoe. Let Tahoe Lakeshore Lodge and their friendly staff assist you with planning your next event.

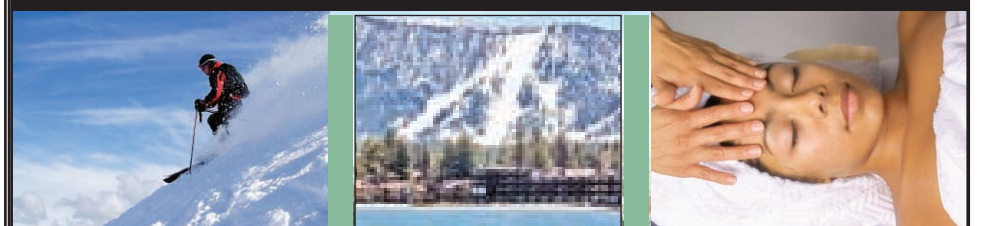
You can find their website from an easily found link on the homepage of www.skiernews.com.

You can view this exact page online and link to Tahoe Lakeshore Lodge & Spa from a newly updated website at: www.skiernews.net/Tahoe2012-Sierra.pdf

To book your next Lake Tahoe vacation, please visit their website directly at www.tahoelakeshorelodge.com or call them at 1-800-448-4577.



SKI. PLAY. RELAX.



Stay and play at Tahoe Lakeshore Lodge & Spa Conveniently located just minutes from nightlife, casinos and world class skiing!

Lake Views & Fireplaces • Hot Tub and Heated Pool
Ski Shuttles • Free Continental Breakfast • Full Service Day Spa
Newly Renovated Lodge Rooms • Discount Lift Tickets

Mention SKIER NEWS and receive up to 25% off your next stay. Valid winter season only. Some restrictions apply.



www.tahoelakeshorelodge.com
CALL TODAY • 800-448-4577

ON-MOUNTAIN RESPONSIBILITY CODE

Ski resorts can be enjoyed in many ways. At the areas you may see people using alpine, telemark, cross-country skis and snowboards or other specialized ski equipment, such as that used by disabled or other skiers. Observe the code listed below and share with others the responsibility for a great experience on the slopes.

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.)