



Regional Resorts, Wisp Resort, Snowshoe Mountain Resort, Seven Springs Mountain Resort and Hidden Valley Resort, announce the continuation of the Resort Swap Program for the 2011/2012 Winter Season!

Four Resorts. Three States. One Incredible Value for Season Pass Holders!

Snowshoe, W.Va – October 4, 2011—Maryland's Wisp Resort and Pennsylvania's Seven Springs Mountain Resort and Hidden Valley Resort are proud to announce the continuation of the Season Pass Holder 'Resort Swap' Program and the addition of West Virginia's Snowshoe Mountain Resort for the 2011/2012 Winter Season Program. Each resort's Unlimited and Limited / Off-Peak / Midweek Season Pass Holders receive more value, more options and more reason to experience great Mid Atlantic skiing for the 2011/2012 ski season.

Unlimited Season Pass Holders at Wisp Resort, Snowshoe Mountain Resort, Seven Springs Mountain Resort and Hidden Valley Resort will each receive one (1) complimentary full day lift ticket and a 50% discount on regularly priced lift tickets for any additional visit to either of the other three participating resorts, excluding Saturdays and Holiday periods. Limited / Off-Peak / Midweek Season Pass Holders will receive one (1) complimentary full day lift ticket for a Monday or Tuesday and a 50% discount on regularly priced lift tickets for any additional visit Mondays and Tuesdays, excluding Holiday periods. By simply presenting a valid 2011/2012 Wisp, Snowshoe, Seven Springs or Hidden Valley Season Pass at the Season Pass Office of the other resorts, Season Pass Holders will be able to participate in the 'Resort Swap' Program. Additionally, each resort's Season Pass Holders will receive special lodging rates Sunday through Thursday nights, excluding holiday periods and subject to availability. Due to varying operating and holiday schedules, Season Pass Holders are encouraged to contact each resort prior to arrival.

"It is exciting to have Snowshoe Mountain join the Resort Swap Program with the other great ski resorts of this region. The pass swap provides a huge value for season pass holders at each area and gives skiers and riders a chance to experience the best of all four great Mid Atlantic resorts," stated Wisp Resort General Manager, Tim Prather.

"Snowshoe Mountain is excited to participate in this reciprocal pass program and the added benefits it offers our season pass holders. We look forward to sharing Snowshoe Mountain with regional skiers and the continued strengthening of the Mid Atlantic ski community," commented Frank DeBerry, Snowshoe Mountain Resort COO & CEO.

"Seven Springs is pleased to once again partner with Wisp and Hidden Valley and to welcome Snowshoe to the collaboration. We believe this offer will provide our season pass holders with tremendous value and introduce our mountain and the Laurel Highlands region to a larger audience of dedicated skiers and riders," said Eric Mauck, CEO of Seven Springs Mountain Resort.

The four resorts, all located within the Mid Atlantic, make the area a great destination for those wishing to experience more than one resort on an extended winter vacation.

All four participating resorts are proud to offer this perk to their loyal, dedicated customers and wish to show appreciation in these tough economic times by adding this opportunity to provide a diverse skiing / snowboarding experience.

The Resort Swap Program is available for all customers who purchase a 2011/2012 Unlimited or Limited / Off-Peak / Midweek Season Pass from Wisp Resort, Snowshoe Mountain Resort, Seven Springs Mountain Resort or Hidden Valley Resort.

For further information or to purchase a 2011/2012 Season Pass, please contact: Wisp Resort: www.wispresort.com, 301-387-4000; Snowshoe Mountain Resort: www.snowshoemtn.com, 877-441.4386; Seven Springs Mountain Resort: www.7springs.com, 814-352-7777; or Hidden Valley Resort: www.hiddenvalleyresort.com, 814-443-8000.

Editor's note: Digital images available upon request.

###

Snowshoe Mountain is a four-season, Intravest destination resort situated in the southern portion of the pristine Allegheny Mountains. This 11,000-acre playground offers 1,500 feet of vertical drop for its expansive skiing and mountain biking terrain. The resort's mountaintop Village is home to a variety of dining and shopping venues and Snowshoe's 11,000 pristine acres offer endless opportunities to explore and discover. A host of special events and activities make the West Virginia resort a Forever Wild escape for the whole family. For more information visit <http://www.snowshoemtn.com>