



WHAT'S NEW AT SNOWSHOE MOUNTAIN RESORT

*Exciting upgrades and new adventures for the
2011.2012 winter season at the region's #1 resort!*

SNOWSHOE, W.Va.- Snowshoe Mountain will be offering a variety of exciting new products, events, promotions and initiatives to kick off their 2011-2012 winter season.. With Opening Day for the 2011.2012 Winter season planned for November 23rd, here's what's new at the resort this season:

-New Pricing Structure

Value is back at Snowshoe. The mountain is introducing a new pricing structure featuring new mid-week discounts, increased discounts on tickets pre-booked with lodging and a tiered structure which means the more days you ski/ride, the more you save. Daily lift ticket rates start as low as \$37.

-Freedom Packaging

When booking a Snowshoe vacation, guests will now have the freedom to book the lift tickets they want. Choose your lodging from any one of Snowshoe's 1,400 options and then book the lift tickets that fit your party. Think Mom wants a day off to shop? No problem. Bringing along a non-skiing friend? Great! You build the Snowshoe plan that works for you!

-Three new restaurants on the mountaintop

Sunset Cantina will offer a relaxed atmosphere and Southwestern cuisine in the heart of the Village, while The South Mountain Grille will serve up eclectic contemporary American fare. Next door to the Grille, The Stash is a new mountain hot spot, featuring hand-rolled sushi and a full sake bar.

-New Winch Cat Groomer

This new piece of equipment will allow Snowshoe to groom its steepest slopes to perfection every night. The winch cat secures at the top of a slope, giving operators the time and security to expertly groom pitches like that found on Shay's Revenge, Upper Ballhooter and Spruce Glades.

-Shuttle Service from The Inn

Snowshoe's most affordable lodging option is now even more convenient! Regularly scheduled shuttles will run to and from the Inn at Snowshoe at the base of the mountain. Enjoy cozy accommodations, an indoor heated pool and hot tub and the convenience of Brandi's Bar and Restaurant on-site.

-New Terrain Park

Snowshoe's Park crew is introducing the new Mountaineer Parks this year, encompassing all five of Snowshoe's freestyle areas, which total 27 acres. The new Progression Session Park will take the place of Skidway slope in Snowshoe's basin area and will include small to medium features.

-New Columbia signature store

Forget your mittens? Need some warm, waterproof shoes? The new Columbia brand store in the heart of Snowshoe's Village has you covered for all of your outerwear and lifestyle clothing needs!

-New Online Booking Engine

Planning your Snowshoe escape is now easier than ever! Snowshoe's new online booking engine will allow you to easily browse our 33 lodging complexes and choose the accommodations, lift tickets, equipment rentals and more that meet your party's needs.

-HD Video from SnowshoeTV

The next time you're sitting at your desk, dreaming of a Snowshoe escape, you can hop onto Snowshoemtn.com and view video that will make you feel like you're actually there! Snowshoe's production team has updated to new HD equipment that will have you almost feeling the spray of snow on your face, even if you are actually stuck in a cubicle.

-New Kids Ski/Ride and Play Program

Is your little skier or rider ready for a day of adventure? Snowshoe's Kids World is introducing a new ski/ride and play program for our smallest guests. Children 4 to 6 years old will love spending a day with our professional instructors, learning the basics of sliding on snow and also enjoying indoor and outdoor structured play time. Group lessons for little rippers will now be offered with our Lion Cubs 4 to 6 year old snowboard programming.

-Freestyle Fridays

Always dreamed of being the next great XGames athlete, or just wondered what all those funny looking features in the snow are? Snowshoe is proud to introduce freestyle lessons, offered every Friday afternoon. These group lessons will introduce skiers and riders to the world of freestyle in a safe, comfortable environment. No previous freestyle experience necessary!

-New Adventures. Within Reach.

Can you help us find the elusive and legendary Snowshoe Sasquatch? Want to learn more about snowmaking and grooming operations? Ready to take a family tour into the backcountry on high powered sleds? Want to experience some of Snowshoe's 11,000 acres by moonlight? If you answered yes to any of these questions, we have new adventure products that are perfect for you!

Each of these updates make the Snowshoe experience better than ever, and with the resort's new pricing structure, a Snowshoe escape is now more affordable than ever. With 1,400 lodging options, a mountaintop Village filled with restaurants and stores, nightlife for all ages and the region's best terrain, there's no better place to enjoy the great outdoors with the people you love most.

Snowshoe is also offering a variety of early season promos, including:

- 20% off winter lodging and equipment rentals with any ski/stay plan booked by October 31st
- a \$249 season pass special for all actively enrolled full time College Students, available Oct 1st – 31st
- a FREE season pass with any 4+ day/night ski and stay plan booked by November 15th -Kids Ski Free on any 4+ day/night ski and stay plan from Opening Day until December 25th. The first 250 children booked on the Kids Ski Free off and purchasing a rental package will also receive a free helmet, theirs to keep, from Smith.

Opening Day is scheduled for Wednesday, November 23rd and Snowshoe Mountain plans to begin snowmaking *this week*, on Thursday, October 27th. For more information on the coming Winter

Season, including Hot Deals, please visit www.snowshoemtn.com

For reservations and more information, please call 877-441-4386.

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Snowshoe Mountain is a four-season, IntraWest 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>