

NEWS



November 28, 2011
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Attitash & Wildcat Mountain Among First Google Street View Map Ski Areas In The East Unique Online Map Enables Users An Interactive Experience To Virtually Explore Ski Trails

Bartlett & Pinkham Notch, NH – Wildcat Mountain and Attitash Mountain Resort were recently included among hundreds of new imagery maps released in Google’s Street View collections. The New Hampshire resorts had allowed and coordinated with Google their visit to the mountains and assisted with their collecting 360-degree imagery of the ski slopes, trails and facilities at each resort.

“We were excited to have been asked and to work with the Google Street View team in late March and early April of 2011 and to have them capture this unique imagery of Wildcat Mountain and Attitash Mountain Resort,” said Thomas Prindle, Director of Marketing for both Attitash & Wildcat Mountain. “This new virtual experience has the potential to allow millions of people to view it wherever they are in the world. With imagery of our resort available in Street View, ski and snowboard enthusiasts who may not have visited our mountains or the Mount Washington Valley can now explore the slopes from afar. Ultimately, this helps us showcase the resorts more easily and hopefully, encourage more people to want to visit and see the real thing.”

Street View is a feature available in Google Maps, Google Earth and Google Maps for Mobile that allows users to explore the world virtually at street level. The Google Street View imagery captured at Wildcat Mountain and Attitash Mountain Resort was possible utilizing Google’s specially designed camera systems that they mounted on a snowmobile that enabled a resort employee to navigate ski trails while capturing 360-degree imagery. To see and experience the Google Street View ski area map for Wildcat Mountain, visit:

http://bit.ly/WildcatMountain_GoogleStreetView. For Attitash Mountain Resort Street, visit:
http://bit.ly/AttitashMountain_GoogleStreetView.

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Attitash Mountain Resort, located in the Mount Washington Valley, has most recently been ranked amongst the East’s top ten ski resorts for grooming, weather, accessibility, and off-hill activities by readers of SKI Magazine. Offering two distinct mountains, Attitash and Bear Peak, and one of New England’s most advanced snow making systems, Attitash is known for its signature terrain parks, ski school and children’s programs, open-glade terrain, après entertainment, family value, the year-round mountain coaster attraction, and quality slopeside accommodations featuring the Attitash Grand Summit Hotel. For further information, please visit www.attitash.com or call 1-800-223 SNOW.

Wildcat Mountain, a year-round destination located 100% within the White Mountain National Forest in Pinkham Notch, is home to New Hampshire’s most powerful quad summit chair lift and is renowned for its high summit elevation over 4,000 feet and greater than 2,100 vertical feet of skiing and riding; longest novice trail in the state at just under 3 miles; and proximity to Mt. Washington that contributes up to 200 inches of snow and a long winter/spring season annually. Wildcat Mountain has consistently been rated #1 Scenery and Top Ten in the East for Snow, Terrain Challenge, and Value by readers of SKI Magazine. For further information, please visit www.skiwildcat.com or call 1-888-SKI WILD.