

NEWS



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FOR IMMEDIATE RELEASE

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Attitash & Wildcat Mountain Support National January Learn a Snow Sport Month Learn to Ski or Snowboard Free January 7 through January 13, 2012

Bartlett & Pinkham Notch, NH – Attitash Mountain Resort and Wildcat Mountain in New Hampshire join SKI NH and several other ski areas across the nation taking part in the snow sport industries collective campaign to introduce people to winter sports. As a special offer to support January's Learn a Snow Sports Month, both Attitash Mountain Resort and Wildcat Mountain invite "never-evers" to sign up for a free Learn-to-Ski/Ride lesson package, including rentals and novice lift ticket, during the week of January 7 – 13, 2012.

To register for the free Learn-to-Ski/Ride lesson package, participants must visit <http://www.skinh.com/deals/learntoskiandsnowboardmonth.aspx> to register online now and download a required Learn-to-Ski/Ride coupon; registered participants can then call the specified phone number on the coupon for the resort of their choice and to make a reservation for a limited number of available lesson times for the promotion period. Spots will be filled on a first-come, first-serve basis after persons have registered online with SKI NH.

In addition, for those that do sign up and complete the free first lesson package at Attitash or Wildcat, participants will have the opportunity to upgrade and purchase two additional lesson packages for a discount price and for use at the resort where purchased. As an added bonus, when persons complete their third Learn-to-Ski/Ride package lesson, they will receive a free Vertical Value Card, valid for use at Attitash or Wildcat. The Vertical Value Card includes one free lift ticket and then discount savings for 10-50% off lift tickets valid every day of the 2011/12 season. The free Learn-to-Ski/Ride and 3-lesson package programs are available for first-time skiers & snowboarders only ages 13 and up. Reservations are required and space may be limited.

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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.