

NEWS



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FOR IMMEDIATE RELEASE

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Wildcat Mountain Announces Early 10/11 Season Pass Rates

Ski/Ride Rest-Of-Season, Last Season's Rates & Early/Late Season Bonus Establish Vertical Value

Pinkham Notch, NH – Wildcat Mountain is offering its lowest prices for 2010/11 winter season passes to skiers and riders who purchase before May 15th. Currently planning to continue this spring's skiing and riding until late April/early May (weather/conditions permitting), Wildcat Mountain is once again a perennial best value for those who enjoy a long season. As a bonus to all new season pass purchases, persons will be able to ski or ride on their new pass for the remainder of the 2009/2010 season, including 7 days a week for any season pass purchased beginning April 1st.

The most popular Wildcat Mountain pass is the Black Cat pass, offered at the early price of \$299, and is valid midweek Monday thru Friday with only 10 black-out dates during the Christmas and February vacation week. Ideal for many locals or those who do not have your average work and vacation schedule, the Black Cat is an easy decision. Continuing again for next season's Black Cat pass will be the ability to ski or ride every day, Saturdays and Sundays included, for the early 10/11 season from opening day until December 24th, 2010 and then again for the late season beginning April of 2011.

Wildcat's Adult, unrestricted, "any day" or full pass will hold it's low rate set last year and is available to purchase for \$599 before May 15th. The corresponding Teen (13 – 18), Junior (6 to 12) and Child (age 5 and younger) passes remain unchanged from last season's early-season price of \$399, \$299 and \$39, respectively. Returning again for a second year is the functional Adult 6-Day Pass with no associated black-out dates. Valid Sunday thru Friday, the 6-day Pass excludes Saturdays and is offered again for a second year in a row at the early season rate of \$499. An additional bonus, and similar to the Black Cat pass, 6-day passholders can ski or ride every day, Saturdays included, for the early 10/11 season from opening day until December 24th, 2010 and then again for the late season beginning April of 2011.

"Wildcat is entering a recognizably popular portion of its season" said General Manager Tom Caughey. "It is gratifying to have a regular returning contingent of skiers and riders that are passholders and part of the legend, but with some of our incredibly low online ticket promotions and unique \$9 Fridays, I have also met so many new people experiencing Wildcat Mountain for the first time this year and returning regularly. We recognize this energy, momentum, and interest in Wildcat Mountain and as a result, we have kept prices essentially the same from the previous season to allow more to become part of the legend as a season passholder. In addition, we have continued to associate both early and late season incentives for the remainder of this and next season."

Wildcat Mountain is a year-round, family-owned business, located 100% within the White Mountain National Forest in Pinkham Notch, NH. It is home to the 75-year-old Wildcat Trail first cut by the Civilian Conservation Corp in 1933 and is renowned for its proximity to Mt. Washington and Tuckerman Ravine. For further information, please visit www.skiwildcat.com or call 1-888- SKI WILD.

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