

NEWS



September 17th, 2009
FOR IMMEDIATE RELEASE

Contact: Thomas Prindle
Director of Marketing & Sales
Wildcat Mountain
(603) 466-3326 X216
tprindle@skiwildcat.com

More Than Just the Color of Leaves Changing At Wildcat Mountain Capital Improvements, Lower Ski School Prices, & New Cool Cat Pass SAU Program

Pinkham Notch, NH – With cooler temps and a sense of the coming winter, Autumn is definitely not perceived by the ski industry as one season's end, but rather another season's beginning. Wildcat Mountain continues to operate the ZipRider, lift-serviced disc golf, and New Hampshire's highest scenic gondola daily through the fall foliage period in to late October, but it is a forthcoming season of skiing and riding that marks improvements & changes.

“There is a lot of new snowmaking pipe currently being set in to place on the mountain and more that remains to be done,” said General Manager Tom Caughey speaking in regard to primarily non-visible, but costly, improvements taking place at Wildcat Mountain. “And looking ahead to our usual opening date for the Friday after Thanksgiving, this season's snowmaking will benefit from the additional investment on top of last year's newly purchased low-energy snowmaking guns and efficiency improvements.” The buildings & grounds crew have also been working on significant renovations to an older building that formerly served as the original gondola's base terminal. Now used to store the newer, summer scenic gondola cabins, improvements being made to the base area building will allow better use of available space, storage, & restroom facilities used by the ski school, visiting domestic & international student groups, and during race events.

Other changes taking place will only bolster Wildcat Mountain's reputation for vertical value. Retail lift ticket prices remain what they were the previous season, but skiers and riders will find value-priced ski school products and programs for the 2009/2010 season. Rates, including group lessons, private lessons, Learn-to-Ski/Ride, adult and children's ski school, have been reduced to be more inviting for those looking to improve the skills and tactics sought to enjoy the sport. More notably, and perhaps appealing for the local market during non-holiday periods, are the lower-priced “Aristocat Tuesdays” for persons age 50+ and “Ladies Thursdays” with both programs offering a lift ticket, lesson, and a lunch at for only \$45. “We have set our price points to be very affordable for the coming season,” said Snowsports School Director Rich Russo. Wildcat Mountain has also lowered the price on the long-running student Cool Cat season pass program available to every New England school group to be less than the cost of 2 teen day lift tickets. “At only \$109 per pass, I've been emailing and calling the 100 different districts in the state of New Hampshire,” said group sales person Brian Chamberlain. “This fall, it's very exciting to make this kind of offer to every SAU that I can contact because it is so affordable and can also be a great means to raise funds for a student organization or program.” More information on the Cool Cat pass program is available at www.skiwildcat.com/09-coolcat.html.

###

Wildcat Mountain is a year-round, family-owned recreation destination, located 100% within the White Mountain National Forest in Pinkham Notch, NH. It is home to the Wildcat Trail, one of the first ski racing trails built in the United States 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.