

NEWS



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FOR IMMEDIATE RELEASE

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Wildcat Early 09/10 Season Pass Rates Announced With a Lower Price & Rest-Of-Season Offer Additional Renewing & New Purchase Incentives with Even Fewer Black-Out Dates Add Vertical Value

Pinkham Notch, NH – Wildcat Mountain is offering its lowest prices for 2009/10 winter season passes to skiers and riders who purchase before May 15th. Currently planning to continue this spring's skiing and riding until May 2nd (weather/conditions permitting), Wildcat once again is a perennial best value for those who enjoy a long season. As a bonus to all immediate renewing and new season pass purchases, persons will be able to ski or ride every day, 7 days a week, beginning April 1st for the remainder of the 2008/2009 season!

The most popular Wildcat Mountain pass is the Black Cat pass, offered at the early price of \$249 unchanged from last year's price, and is valid midweek Monday thru Friday with only 10 black-out dates during the Christmas and February vacation weeks. Ideal for many locals or those who do not have your average work and vacation schedule, the Black Cat is an easy decision. New this year for the Black Cat pass are fewer black-out dates and the ability to ski or ride every day, Saturdays and Sundays included, for the early 09/10 season from opening day until December 24th, 2009 and then again for the late season beginning April of 2010.

Wildcat's Adult, unrestricted, "any day" or full pass has lowered in price \$100 from last year's rate 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. New this year for the Adult 6-Day Pass is no associated black-out dates. Valid Sunday thru Friday, the 6-day Pass excludes Saturdays and is offered at the early season rate of \$499. An additional bonus, and similar to the Black Cat pass, passholders can ski or ride every day, Saturdays included, for the early 09/10 season from opening day until December 24th, 2009 and then again for the late season beginning April of 2010.

"Wildcat is entering the legendary 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 I have also met so many new people experiencing Wildcat for the first time this year. We recognize that commodities and the economy are much different than they were this time last year. As a result, we have kept prices the same, and also lowered the adult full pass. In addition, we have also reduced or eliminated black-out dates and associated both early and late season incentives for the remainder of this and next season for renewing and new passholders."

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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