

NEWS



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FOR IMMEDIATE RELEASE

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Attitash Mountain Resort & Wildcat Mountain Announce New Management Positions

Bartlett & Pinkham Notch, NH – Peak Resorts, Inc. recently announced that Kent and Robin Graham have retired from their management positions with Attitash Mountain Resort. Tim Boyd, CEO of Peak Resorts, announced the return of John D. Lowell as the new General Manager of Attitash. He also announced that Josh Boyd will be the General Manager of Wildcat Mountain.

Most recently, Lowell has served as the Director of Lodging at Mount Snow. “John has contributed greatly to the renewed success of Mount Snow,” said Tim Boyd. “John was able to take on the challenges at Mount Snow, identify improvements and produce meaningful change.” Prior to his most recent position at Mount Snow, Lowell had been the General Manager of the Attitash Grand Summit Hotel for several years and also served as the ski area’s General Manager, from August 2006 to April 2007 prior to Peak Resorts acquiring Attitash from The American Skiing Company. “I am very excited to be back at Attitash for the opportunity to work with the great team here and catch up with many of our guests, pass holders, and the greater Mount Washington Valley community,” said Lowell, a native of nearby Bridgton, Maine.

“Wildcat Mountain is the newest acquisition for Peak Resorts, and I have asked Josh Boyd to manage the daily operations at this ski area,” said Tim Boyd. “Josh was heavily involved with operations this past season, and he and his wife Ashley are now full time residents of the Mount Washington Valley.” Josh Boyd has been an effective contributor to the growth of Peak Resorts through his involvement in major snowmaking improvements and installation projects at Attitash and Mount Snow, the company’s freestyle terrain movement, and rental delivery programs.

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Attitash Mountain Resort, located in the Mount Washington Valley, has been ranked amongst the East’s top ten ski resorts for snow, grooming, weather, dining, après ski, off-hill activities and family programs 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 new year-round mountain coaster attraction, and quality slopeside accommodations featuring the Attitash Grand Summit Hotel. This summer, Attitash Mountain Resort celebrates 35 years of summer fun in the Mount Washington Valley offering the original Alpine Slide, new year-round mountain coaster, waterslides, lift-service downhill mountain biking, scenic summit chair ride, and more. 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 Terrain, Challenge, Value, and Overall Satisfaction by readers of SKI Magazine. In addition to New Hampshire’s only ZipRider zip-line cable ride and the state’s highest scenic gondola in the summer and fall, Wildcat Mountain offers lift-serviced disc golf, hiking, weekly guided tours and outdoor interpretive programs with the Tin Mountain Conservation Center and Appalachian Mountain Club. For further information, please visit www.skiwildcat.com or call 1-888-SKI WILD.

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Peak Resorts is a leader and innovator in the ski industry committed to building an enhanced resort experience. It currently owns and operates several U.S. ski resorts including: Attitash (NH), Boston Mills (OH), Brandywine (OH), Crotched Mountain (NH), Hidden Valley (MO), Jack Frost (PA), Big Boulder (PA), Mad River Mountain (OH), Mount Snow (VT), Paoli Peaks (IN), Snow Creek (MO), and Wildcat Mountain (NH). Peak Resorts is defined by the passion, determination, and commitment of each of its resorts to family recreation, improvements in technology, and service. For further information, please visit www.peakresorts.com.