

## **Hello Friend of Wildcat Mountain,**

### **We Have Some Big News For You...**

We are very excited to share news that Wildcat Mountain is now part of Peak Resorts. Adding to its portfolio of resorts located in six U.S. states, including Attitash Mountain Resort and Crotched Mountain in New Hampshire and Mount Snow in Vermont, Wildcat Mountain becomes the 12<sup>th</sup> ski resort among Peak Resorts.

### **What Does It Mean?**

We are pleased to announce that Wildcat Mountain and Attitash will be offering season passes, lift ticket products, and even gift cards that are valid at both resorts for the 2010/2011 season. When you consider the opportunity and value that these two resorts can offer, each with unique individual attributes that include New Hampshire's most advanced snow making system; over 200" of natural snowfall annually; #1 scenery; most powerful and arguably fastest high-speed summit chairlift; highly regarded snow sports programs; freestyle terrain parks; slope side lodging; long spring season; and over 125 trails and more than 535 acres of terrain variety combined; ***skiers & riders visiting or living in the greater Mount Washington Valley area now have a multi-mountain pass that offers value, variety, and vertical to two of New Hampshire's best resorts within an easy 15 minute drive of one another.***

### **A Season Pass Valid At Both Attitash & Wildcat Mountain!**

Yes, right now at a discount and for a limited time, you can purchase a 2010/2011 season pass valid at both Attitash & Wildcat Mountain or apply the appropriate value of and upgrade your already purchased Wildcat Mountain only season passes to an all inclusive joint pass and take advantage of the value, variety, and vertical now offered. We are extending the deadline to purchase a season pass at the Mid Rate or pay the difference to upgrade your season pass until Tuesday, November 9<sup>th</sup>. ***Please note that all sales of and upgrades to current Attitash & Wildcat Mountain joint passes will be processed at Attitash.***

If you would like to upgrade your current Wildcat Mountain only season pass:

- You can upgrade your pass to the same OR higher level joint pass (Attitash pass that is now valid at Wildcat Mountain too) by applying the Wildcat Mountain only season pass value toward an upgrade and paying the difference in cost at the time you purchased your 2010/2011 pass. We will match the "season" in which you may have purchased your season pass. (i.e. You purchased during the "early" spring/summer sale period or more recent "mid" late summer/fall sale period). Some passes cannot be upgraded. Attitash will be provided a list of all persons

who have purchased an upgradeable Wildcat Mountain season pass; the price paid, date purchased, and the season pass type. See the upgradeable pass list, appropriate value and period rates below.

- Upgrading to a lower level joint pass in order to receive a refund will not be allowed.
- **All joint passes will be purchased or upgraded, and issued at Attitash.**  
These passes will have direct slope access at Attitash, but due to the differences in ticketing and scanning systems, pass holders will be required to present their pass at a Wildcat Mountain ticket window to receive a lift ticket valid for that day until such time that passes can be scanned at both resorts. Only one ticket per day will be issued and passes do not include the mountain coaster. Terms and conditions of use will apply.
- If you do not wish to upgrade your Wildcat Mountain only pass, you will be able to obtain your previously purchased season pass at Wildcat Mountain at a future time prior to opening day. Wildcat Mountain only passes will have direct slope access at Wildcat Mountain only. Terms and conditions of use will apply.
- This year only, Wildcat Mountain pass holders previously known as “Lifetime” or “Long-Term” pass holders may purchase a Wildcat Mountain Only or combinational pass through Attitash at the “Early” rates listed below. Terms and conditions of use will apply. Attitash will be provided a list of all persons who qualify for this offer.
- All purchases and/or upgrades, subject to restrictions and requirements including but not limited to those indicated above, must be made by Tuesday, November 9<sup>th</sup>.

<b>Choose Your Joint Season Pass</b>	<b>Early Rate</b>	<b>Mid Rate</b>	<b>Regular Rate</b>
<b>Nor'Easter Adult</b> - Valid at: Attitash, Wildcat Mountain,, Crotched Mountain, Mount Snow, Jack Frost and Big Boulder (Age 19+. No Black Out Dates)	<b>\$899</b>	<b>\$1,049</b>	<b>\$1,199</b>
<b>Nor'Easter Young Adult</b> - Valid at: Attitash, Wildcat Mountain, Crotched Mountain, Mount Snow, Jack Frost and Big Boulder (Age 13 – 18. No Black Out Dates)	<b>\$699</b>	<b>\$849</b>	<b>\$999</b>
<b>Nor'Easter Junior</b> - Valid at: Attitash, Wildcat Mountain, Crotched Mountain, Mount Snow, Jack Frost and Big Boulder (Age 6 – 12. No Black Out Dates)	<b>\$699</b>	<b>\$849</b>	<b>\$999</b>
<b>Nor'Easter Senior</b> - Valid at: Attitash, Wildcat Mountain, Crotched Mountain, Mount Snow, Jack Frost and Big Boulder (Age 65+. No Black Out Dates)	<b>\$699</b>	<b>\$849</b>	<b>\$999</b>

<b>Granite Adult - Valid at: Attitash, Wildcat Mountain, Crotched Mountain</b> (Age 19+, No Black Out Dates)	<b>\$599</b>	<b>\$699</b>	<b>\$799</b>
<b>Granite Young Adult - Valid at: Attitash, Wildcat Mountain and Crotched Mountain</b> (Age 13 – 18. No Black Out Dates)	<b>\$549</b>	<b>\$649</b>	<b>\$749</b>
<b>Granite Junior - Valid at: Attitash, Wildcat Mountain and Crotched Mountain</b> (Age 6 – 12. No Black Out Dates)	<b>\$549</b>	<b>\$649</b>	<b>\$749</b>
<b>Granite Senior - Valid at: Attitash, Wildcat Mountain and Crotched Mountain</b> (Age 65+, No Black Out Dates)	<b>\$549</b>	<b>\$649</b>	<b>\$749</b>
<b>Classic Adult - Valid at: Attitash and Wildcat Mountain</b> (Age 19+, Black Out Dates include: 12/26 – 12/31/10; 1/15 – 1/16/11; 2/19 – 2/21/11)	<b>\$499</b>	<b>\$599</b>	<b>\$699</b>
<b>Classic Young Adult - Valid at: Attitash and Wildcat Mountain</b> (Age 13 – 18. Black Out Dates include: 12/26 – 12/31/10; 1/15 – 1/16/11; 2/19 – 2/21/11)	<b>\$449</b>	<b>\$549</b>	<b>\$649</b>
<b>Classic Junior - Valid at: Attitash and Wildcat Mountain</b> (Age 6 – 12. Black Out Dates include: 12/26 – 12/31/10; 1/15 – 1/16/11; 2/19 – 2/21/11)	<b>\$449</b>	<b>\$549</b>	<b>\$649</b>
<b>Classic Senior - Valid at: Attitash and Wildcat Mountain</b> (Age 65+, Black Out Dates include: 12/26 – 12/31/10; 1/15 – 1/16/11; 2/19 – 2/21/11)	<b>\$449</b>	<b>\$549</b>	<b>\$649</b>
<b>Midweek - Valid at: Attitash and Wildcat Mountain</b> (All Ages. Valid Monday-Friday, Excludes 10 Black-Out Dates 12/27/10 – 12/31/10 & 2/21/11 – 2/25/11.)	<b>\$369</b>	<b>\$469</b>	<b>\$569</b>
<b>U.S. Military - Valid at: Attitash and Wildcat Mountain</b> (Black Out Dates include: 12/26 – 12/31/10; 1/15 – 1/16/11; 2/19 – 2/21/11)	<b>\$369</b>	<b>\$469</b>	<b>\$569</b>
<b>Child Pass - Valid at: Attitash and Wildcat Mountain</b>	<b>\$50</b>	<b>\$50</b>	<b>\$50</b>

## Upgrade Your Current Wildcat Mountain Only Season Pass To Also Be Valid At Attitash Mountain Resort NOW!

BEFORE NOVEMBER 9<sup>th</sup>, upgrade any of the following Wildcat Mountain Only season passes by applying the amount you paid at time of purchase (Early or Mid) toward and pay the difference on the equivalent price (Early or Mid) joint season pass price shown above. If you have purchased a Wildcat Mountain Only pass already and do not wish to upgrade, there is nothing you have to do at this time. If you wish to purchase a Wildcat Mountain only season pass, and have not done so already, you will be paying the “Regular” rate now available.

<b>Upgrade The Following Wildcat Mountain Only Season Passes Before November 9<sup>th</sup>!</b>	<i>Early Rate</i>	<i>Mid Rate</i>	<i>Regular Rate</i>
<b>Adult Full Pass</b> Valid at Wildcat Mountain Only (Ages 19+. Valid Every Day.)	<b>\$599</b>	<b>\$649</b>	<b>\$749</b>
<b>Teen Full Pass</b> Valid at Wildcat Mountain Only (Ages 13-18. Valid Every Day.)	<b>\$399</b>	<b>\$449</b>	<b>\$499</b>
<b>Junior Full Pass</b> Valid at Wildcat Mountain Only (Ages 6-12. Valid Every Day.)	<b>\$299</b>	<b>\$349</b>	<b>\$399</b>
<b>Adult 6-Day Pass</b> Valid at Wildcat Mountain Only (Ages 19+. Valid Sunday - Friday, Excludes Saturdays, No Black-Out Dates ***Bonus – Valid every day early season until 12/24/10 & late season beginning in April 2011)	<b>\$499</b>	<b>\$549</b>	<b>\$599</b>
<b>Black Cat Midweek Pass</b> Valid at Wildcat Mountain Only (All Ages. Valid Monday-Friday, Excludes 10 Black-Out Dates 12/27/10 – 12/31/10 & 2/21/11 – 2/25/11. ***Bonus – Valid every day early season until 12/24/10 & late season beginning in April 2011)	<b>\$299</b>	<b>\$349</b>	<b>\$399</b>
<b>Child Pass</b> Valid at Wildcat Mountain Only (Ages 5 and Under. Valid Every Day.)	<b>\$39</b>	<b>\$39</b>	<b>\$39</b>
<b>Senior Midweek Pass</b> Valid at Wildcat Mountain Only (Ages 65+. Valid Monday-Friday, Excludes 10 Black-Out Dates 12/27/10 – 12/31/10 & 2/21/11 – 2/25/11. *** Bonus – Valid every day early season until 12/24/10 & late season beginning in April 2011)	<b>\$199</b>	<b>\$199</b>	<b>\$199</b>

\*All other Wildcat Mountain passes and lift privileges associated with the New Hampshire College Breakout, Cool Cat, Adult & Children's seasonal programs, or any other season pass program not listed above are valid at Wildcat only and cannot be applied toward a joint pass.

## **Value, Variety, & Vertical Doesn't Stop At Season Passes...**

Some other exciting new additions we will introduce for the 2010/2011 season that we wanted to share with you as well include:

- Many 2010/2011 single day and multi-day lift tickets will be valid for use at both Attitash and Wildcat Mountain and a process and policy will be established to allow skiers & riders to turn in an original lift ticket at the other resort in order to receive a valid lift ticket for use, subject to non-transferable, lost ticket, and theft of service restrictions and requirements. In the future, ticketing and scanning systems will be shared between the two resorts allowing for direct-to-lift compatibility.
- New gift cards will be valid for use at both Attitash and Wildcat Mountain. All currently issued Wildcat Mountain gift cards will be valid for use at Wildcat only.
- Upgrading and expanding the snow grooming fleet this season.
- Snowmaking improvements continue with significant portions of new on-mountain pipe replaced and ready for the coming season as well as beginning to replace snow gun technology with more productive and energy efficient snowmaking equipment.

Peak Resorts is a leader and innovator in the ski industry committed to building an enhanced resort experience. It is defined by the passion, determination, and commitment of each of its resorts to family recreation, improvements in technology, and service. We are pleased to welcome the history and tradition of Wildcat Mountain to the Peak Resorts family.

Again, we are very excited by the value, variety, and vertical now available to our skiers and riders in the Mount Washington Valley and we hope that you are excited too. Please be sure to consider this unique offer and purchase your season pass or upgrade before Tuesday, November 9<sup>th</sup>.

There is sure to be many exciting developments and announcements to come and if you would like to continue staying up-to-date, we hope you will sign up today at [skiwildcat.com](http://skiwildcat.com) to receive updates via our email newsletter or the Wildcat Mountain blog and will get friendly with, fan, or follow us on Facebook & Twitter.

Please contact Attitash at (603) 374-2600 to purchase or upgrade to an Attitash & Wildcat Mountain joint pass today. We're excited for the 2010/2011 season and hope you'll join us for the Best Value, Variety and Vertical in the Valley!

Regards - Kent Graham  
Vice President - Peak Resorts, Inc.