

NEWS



September 24, 2007
FOR IMMEDIATE RELEASE

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"Wild Deals" at Wildcat

The Biggest Values at the Mt. Washington Valley's Biggest Mountain

Pinkham Notch, N.H. – Wildcat Mountain offers a slate of "Wild Deals" that bring down the price of skiing at the Mt. Washington Valley's tallest ski mountain. "While the best deal for the avid skier remains the season pass," explains General Manager Tom Caughey, "Our Wild Deals are a good option for those who ski infrequently and have some flexibility in their schedules."

The "granddaddy of deals" is the venerable Wednesday "Two-fer" which is offered every non-holiday Wednesday at a rate of two lift tickets for \$59. For the committed skier who is ready to go when the lifts open at 9 a.m., the opportunity to share a 100,000 vertical foot day with a friend for under \$30 per person is a remarkable value.

Also popular with adult and teen skiers who find that there is more to Wildcat than just one day of fun on the slopes is the very low next-day price. Skiers and riders age 18 to 64 who purchase their next-day ticket before the end of the first day pays only \$39, including holidays and weekends.

On Tuesdays, non-holiday, the AristoCat tickets enable skiers age 50 and older to save \$10 off the price of a lift ticket and get a free group lesson and lunch; at a total of \$49 per person it represents a good savings with the added sociability of the lesson and meal. A similar program is offered to women on Thursdays as "Ladies' Day:" a savings of \$10 and the addition of a 10 a.m. lesson and lunch for the \$49 rate. "Ladies Day" participants may also receive a 10% discount on childcare, with advanced reservations (and based on availability.)

The SnowCat Novice Area offers a value ticket that is often used by parents with young children who are just learning to ski. The SnowCat ticket is just \$29; and children age 5 and younger ski free with a ticketed adult. The SnowCat slopes provide an ideal learning environment along with the inspiring views that all Wildcat skiers enjoy.

Anyone who can wait until noon on Sunday will also reap significant savings with a \$20 Sunday Afternoon Cruise ticket. "The Cruise ticket is perfect for cross country skiers who kick and glide in the morning, or those who want to take it easy with the Sunday paper and brunch, and still enjoy some downhill runs in the afternoon. It is also great way for families who are coming in for a week, to jump-start their ski vacations," says Marketing Director Thomas Prindle.

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If your birthday party was ever postponed due to a “snow event” you are probably eligible for Wildcat’s most generous discount: free skiing on your birthday. Proper identification is required for this offer, but it is valid any operating day.

And, in recognition that college students are either working hard and paying their own way OR stressing their parents’ budgets – and probably both – Wildcat invites full-time college students to ski at the teen lift ticket rate. A college season pass rate is also offered.

The ultimate deal, of course, is the full season pass which is valid any operating day. For those who purchase a season pass before Oct. 15, the \$699 price breaks down to under \$25 for those who ski on 12 weekends; and an even better value for the vast majority of pass-holders who visit more often. Those who are not ready to commit to a full season pass can purchase 10 lift tickets at a 20% savings; and special “buy-2-get-3” Wildcard Ticket is promoted as a gift giving opportunity (and self-gifting is encouraged!), the \$118 price includes 3 “anyday” tickets; and the tickets may be used as the basis for purchasing a \$39 “next-day” ticket allowing even further savings.

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Wild Deal Summary

Sunday PM Cruise	Ski & ride from noon to close.	\$20
AristoCat Tuesdays	Age 50+. \$10-off, plus includes free 10 am lesson, lunch. Non-holiday.	\$49
Two-Fer Wednesday	2 people ski or ride all day for \$59, non-holiday	\$29.50 pp
Ladies’ Thursday Women	get \$10-off, plus includes free 10 am lesson, lunch. \$49 10% nursery discount (reservations required.) non-holiday	
Birthdays	Ski or ride free on your birthday with valid ID	FREE
Snowcat Novice Area	Wildcat’s learning slope.	\$29
Bounce Back	Today’s ticket-holder may purchase tomorrow’s ticket for \$39	\$39
Season Pass	Unrestricted season pass, before Oct. 15	\$699 (adult)
10-pack of tickets	Save \$10 per day	10 for \$490
Wildcard	Pay for two tickets (\$118) and get a third free (purchase by Dec. 21)	3 for \$118
Learn-to-Ski/Ride	Includes 4 intro group lessons, incl. rentals & lift ticket Receive a FREE season pass upon completion. For new skiers/riders, age 6+, only.	\$199