

# NEWS



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FOR IMMEDIATE RELEASE

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## **Wildcat Mountain announces new Director of Marketing & Sales** Thomas Prindle joins Wildcat Mountain.

**Pinkham Notch, NH** – Wildcat Mountain announced the appointment of Thomas Prindle to the position of Director of Marketing and Sales. Prindle, an avid skier with a background in marketing and publishing, assumes responsibility for developing business at the tallest ski mountain in New Hampshire’s White Mountains at an opportune time. “I am very excited to be with Wildcat as it celebrates 50 years of operating this upcoming season,” said Prindle. “With the recent addition of the East Coast’s newest and longest 4-season ZipRider® cable ride, along with New England’s most powerful high-speed quad chairlift, award-winning views, superior vertical and more natural snow fall than most area resorts, I feel that Wildcat is the ideal place to be.”

Tom Caughey, Wildcat’s General Manager, is pleased to have Prindle join the Wildcat team. “Thomas brings us a wealth of professional experience and, importantly, a strong commitment to skiing and the spirit of mountain adventure. With our location 100 percent within the White Mountain National Forest and our slopes free of development, Wildcat is all about the mountain, and it’s both a challenge and an opportunity when it comes to marketing. I am happy he has joined us to take on this mission.”

Thomas Prindle has more than a decade of ski industry experience, most recently at Attitash Mountain in Bartlett, N.H. A former state-ranked Alpine Slalom racer, he worked for a season at Alpine Meadows, Lake Tahoe, Cal., during a record-snowfall season; and he also taught skiing at Nashoba Valley. In addition he has worked with some of skiing foremost retailers, including Carroll Reed, Ski Market, and Tuckerman’s Outfitters Ski Shops. His professional experience includes working for Jones and Bartlett Publishers, in Sudbury, Mass.

Wildcat is renowned for its season-stretching, high-elevation, Pinkham Notch location. In recent years the mountain has had opening dates as early as October 28th; and last season it recorded more than six feet of snowfall in April and offered skiing through May 6th. Wildcat Mountain was rated #1 Scenery North America, and in the Top Ten in the East for Terrain, Challenge and Value (SKI Magazine, Oct. 2006) and it is home to New England’s most powerful quad chair lift.

Celebrating its 50th ski season, Wildcat Mountain is a year-round, family-owned business. New developments for 2007 include the East Coast’s longest 4-season ZipRider® zip line cable ride and a significant upgrade to snowmaking capacity. During the spring, summer and fall (Memorial weekend through mid-October) Wildcat operates NH’s highest 4-person Gondola Skyride. For further information, please visit [www.skiwildcat.com](http://www.skiwildcat.com) or call 1-888- SKI WILD!

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