

PRESS RELEASE

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What's New at Ski Butternut for Winter 05-06

This winter as we celebrate our 42nd anniversary, Ski Butternut is pleased to announce the addition of **another quad chairlift, our third quad lift**. The new four-seater chairlift was manufactured by Doppelmayr-CTEC of Salt Lake City Utah. It replaces a 44 year old Mueller chairlift built in 1961 that had served as the Granny's double chairlift at Ski Butternut. The chair ran along the side of the popular Cruiser beginner trail. Our uphill capacity has increased by 700 people per hour as a result of the new lift being a quad chair, instead of the older double. Ski Butternut's total uphill capacity is now 13,175 people per hour, one of the largest in the region. Ski Butternut's new lift will be ready to run when the area opens for the 2005-06 winter season. Seating four people, the new quad makes this a more comfortable and convenient lift for families, kids and especially for people taking lessons.

Ski Butternut offers \$15 Lift Tickets Every Monday, Tuesday, Wednesday & Thursday all season long, excluding our advertised holiday periods. Our regular Friday adult lift ticket costs \$36, so the \$15 Monday through Thursday special rate represents a lift ticket rate far lower than a half priced special.

As a late season bonus, Ski Butternut will offer their affordable **\$15 Lift tickets every day including weekends starting March 13th** and running through the end of the season. The last few winters we have remained open into April, with our final day of lift served skiing and riding occurring on April 10th last year.

A **NEW 4hr Flex Ticket** has been added to the mix to enhance the experience for guests that have tight schedules. Most guests come to enjoy a full day of skiing but for those that have a prior commitment, or need more flexibility we are now offering a 4 hr Flex Ticket that provides our guests with four hours and fifteen minutes of ski time from when they purchase their lift ticket. Guests have been telling us that they want to have more flexibility in their day and this is a great solution. The area expects to have record sales of the new Flex ticket on Super Bowl Sunday.

Ski Butternut's Terrain Parks become works of art.

Ski Butternut's Terrain Park art contest promises to make every artist's works a hit for this winter. Ski Butternut put out a call for artists in October inviting artists to paint one of ten selected hits that will be used in the Ski Butternut terrain park. The response was tremendous and now the guests will be able to enjoy many different artists' works including a hit named "Bad Dreams" that now adorns one side of our twenty foot rainbow rail. Other art renderings include; a painting of a dragon on one side and the dragon's skeleton on the other side of our twenty four foot flat down flat rail. There are even playful penguins that await riders on two of our fun boxes. The penguin adorned features will likely find their use in our novice terrain park.

Artists interested in submitting art work for consideration for next years Terrain Park Art Contest should visit the snowboarding pages of the Ski Butternut web site this winter. We'll post an artists' submission form along with the contest rules by December 20th. Where else can an artist go their art is guaranteed to become a real hit. The winners of this years contest will be announced in early December, with the top prize being the artists' choice of either free season passes for their immediate family or a check for \$250.

22 Tower Snowguns added – Ski Butternut has always been known for their quality snow conditions. The mountain has for years offered 100% snowmaking coverage with a powerful snowmaking system being one of the mountains signatures. To continue with their commitment to quality conditions Ski Butternut invested in 22 new tower snowguns. The towers allow for better quality snow production at moderate temperatures and are more efficient as they require less air to operate than conventional equipment.

Additional Rental Equipment – Every season we add additional rental equipment to our vast rental inventory. This year we added **350 pairs of new Head Skis** and their new rental binding along with new boots. All are shaped models making it easier to turn and learn. In addition we added **100 new Head snowboards** specifically designed to shorten the learning curve for new riders.

Slow Zones have been designated on three trails at Ski Butternut; Nuthatch, Pied Piper and the Cruiser trail in an effort to enhance the experience for beginners and families. Slopes designated as Slow Zones provide areas where families, beginners and those taking lessons can flock to avoid the faster skiers and riders. Guests who choose not to follow the rules on these slopes only need to read the signs to know the punishment – The Slow Zone Signs read as follows: SLOW ZONE - Go Fast Lose Pass!

Affordable Season Passes - Despite the drastic increases in energy and many other costs associated in running a ski area Ski Butternut continues to be the value leader by offering affordable skiing and riding with its value priced season passes. Ski Butternut offers a complete season of skiing or riding with no blackout dates for the incredibly low prices of: **\$199 Adult, \$169 Jr., just \$69 for young kids.** Unlike other areas that may offer value priced passes there are no blackout dates on any of Ski Butternut's season passes. Our season passes are valid every day the area is open. Ski Butternut is committed to making skiing and riding affordable! The \$199 adult season pass rate is going into its seventh year at Ski Butternut without an increase. How good of a value is this? Just ask yourself where were gas prices seven years ago? The cost of a Ski Butternut season pass is recouped long before one finishes their 5th weekend or holiday day of skiing or riding at Ski Butternut. Ski Butternut season passes are available only while supplies last so please order soon so as not to risk missing out on this incredible offer. Ski Butternut weekend or holiday lift tickets cost \$46 for adults.

Guests desiring a free brochure or wanting to learn more about Ski Butternut can call (413) 528-2000 or visit us online at www.SkiButternut.com.