

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Ski Butternut – BEST DEALS for winter 2007-08

\$20 LIFT TICKETS every Mon., Tues., Wed., & Thurs., all season long (excluding our holiday periods). Our regular Weekend adult lift ticket costs \$50; the \$20 Monday through Thursday special rate is less than half the cost of a weekend lift ticket.

5th GRADERS SKI FREE - Fill in our online 5th graders Ski FREE form, found on our web site www.SkiButternut.com, then click on **RATES**, and then, in the sub-menu, click on **WAYS TO SAVE \$\$\$**. The 5th Graders information and form is shown as item #5. Bring your filled-in form and proof of enrollment in the 5th grade (a copy of your child's 5th grade report card is required). 5th graders will receive FREE lift tickets Sunday - Friday when an accompanying adult purchases a regular-priced lift ticket at the same time. (5th Graders Ski Free program is not available on any Saturdays, or over any of our holiday periods (Christmas holiday, Dec. 24 - Jan. 1, 2008; MLK Weekend, Jan. 19 – 21; President's school vacation holiday week, Feb. 16 - 24)

\$45/Day MIDWEEK SKI & STAY PACKAGE – Ski all day and sleep well at night when you register with one of our eighteen lodging partners offering this great deal. \$45 per day Midweek Ski & Stay package is priced per-person based upon double occupancy. Most lodging partners require a two night minimum stay. This package is valid for skiing, Mon – Fri., with lodging Sunday night through Thursday night. More information including a list of participating properties is available under our LODGING link at: <http://www.skibutternut.com/lodging-dining/lodging.html>

\$65 - 1st TIMERS LEARN TO SKI OR SNOWBOARD PACKAGE – Package includes beginner's area all-day lift ticket, rental equipment, and a group lesson to get you started right. The price, if you were to purchase an adult lift ticket, ski or snowboard rental package and a group lesson separately would be \$112. You'll save \$47 when you ask for this package which is sold in the rental shop!

SKI MARCH FREE when you purchase next winter's season pass early. When you purchase your Ski Butternut season pass for winter 08-09 early, you can start using it to ski in March 2008 for FREE! Ski Butternut's Special Early Season Pass Prices for winter 2008-09 are: \$229 Adults (ages 14-69 years), \$179 Jr. (ages 7-14 years), \$79 Kids (ages 6 and under), \$99 Seniors (ages 70+ years of age), \$400 for a Corporate Pass.

SKI MARCH FREE UPGRADE: If you are not ready to make your purchase of a **SKI MARCH FREE SEASON PASS** prior to coming to Ski Butternut, then we have a special upgrade offer for you! **TRY BEFORE YOU BUY!** Purchase your single-day lift ticket, and if you like what you see, you can upgrade to a season pass valid all next winter! We'll apply the full purchase price of your single-day March lift ticket toward your season pass, provided you upgrade your season pass before you leave for that day.

\$20 LATE-SEASON LIFT TICKETS - Late season starts on March 17 and continues everyday (including weekends) through the end of the ski season. We have remained open into April, the last few winters, and hope to do so again this winter. The \$20 Late Season Lift Ticket rate represents a savings of \$30 (or 40%) off our regular \$50 adult weekend lift ticket rate.

AFFORDABLE SEASON PASSES - Despite the drastic increases in energy and many other costs associated with operating a ski area, Ski Butternut continues to be the Berkshires 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: **\$229 Adult, \$179 Jr., just \$69 for young kids** (if season passes are purchased before Dec. 1st). 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! Our affordable adult season pass offer is going into its ninth year at Ski Butternut. How great of a value is this offer? Just ask yourself where gas prices were nine years ago? You'll recoup the cost of a Ski Butternut season pass long before you've finished your fifth day of skiing or riding. Ski Butternut season passes are available at these very low rates only until Dec. 1st, after which there is a modest increase to: **\$279 Adult, \$209 Jr., just \$79 for young kids.** Please order soon, so as to not risk missing out on this incredible offer as quantities are limited!

4Hr. FLEX TICKETS – Offer flexibility to guests who can't spare the time to enjoy a full day. Tickets start when you purchase your lift pass for the day. An extra 15 minutes is provided so you can change and get yourself to the lift. The 4hr Flex Ticket is ideal for those who can't ski all day, or for those who have a conflict in the morning or afternoon. As an example, if you were to arrive at 11:20 a.m. a 4hr flex ticket would provide you with a pass valid until 3:35 p.m.

Additional great deals can be found at www.SkiButternut.com. Click on **RATES** and then click on the **WAYS TO SAVE \$\$\$** Link in the sub-menu (or copy and paste the following link into your browser <http://www.skibutternut.com/rates/ways-to-save.html>.)

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