

## PRESS RELEASE FOR IMMEDIATE RELEASE

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November 15, 2009

### Great Barrington, MA – Ski Butternut adds 120 Snowguns for winter 2009-10.

Great Barrington, MA - Ski Butternut will make even more snow this season than last year; thanks to the addition of 120 new energy-efficient Top Gun Pipe Dream model 18ft tower snowguns. This latest enhancement to the mountain's already robust snowmaking system places these power-saving snow guns on every trail, significantly reducing the time needed to move snowmaking operations between trails. "Bottom line," noted Mountain Manager Tony Bleau, "these will enable our expert snowmakers to open up more of the mountain's 22 trails faster and to resurface trails with fresh snow quicker!

The new 18ft tower guns, which in some cases replace older Omicron ground guns, require a third less compressed air to make the same amount of snow. The new Pipe Dream snowguns will help to maximize Ski Butternut's already robust snowmaking system that before the enhancements could covers 100% of the mountains 22 slopes and trails in three to five feet of snow. Because of the new technology, the mountain's expert snowmaking team will be able to operate as many as four of the new Pipe Dream Tower Snowguns in place of one Omicron gun because of their energy efficiency and low use of expensive compressed air needed to convert water molecules into snow. These new guns are a tremendous leap forward in terms of production efficiency, Bleau emphasized.

"We'll continue to make snow on up to 7 trails at a time," he added. "But employing the new snowmaking technology will boost the amount of powder snow we can blow on any one trail at a given time, he observed. This will allow the southwestern Massachusetts resort, only two and one-half hours from NYC or Boston, to more quickly complete a trail and then move snowmaking operations to a new slope, minimizing down-time that in the past was caused by the need to manually drag snowguns around the mountain and then connect hoses in preparation for snowmaking. In addition, Bleu noted, the ski area should realize approximately \$20,000 in operational savings as a result of the reduced seasonal compressor rental costs.

The overall cost of this season's snowmaking system enhancements, including the new Snow Pipe tower guns, installation, pipe and fittings tops \$500,000.00, an amount that is reflective of Ski Butternut's rigorous commitment to affording families, skiers and snowboarders the highest-quality, most affordable winter sports experience in New England. "We are passionate about what we do, namely keeping our slopes coated with a deep, durable base and consistently top coated with a fresh coat of powder," emphasized Bleau.

Other snowmaking enhancements for the 2009-2010 winter season include over a mile of new six and eight inch air and water pipe for snowmaking, much of it replacing smaller 30 year old pipe. "Every year, before the season starts, we want to make sure that Ski Butternut's snowmaking infrastructure is in tip-top shape, so we can maintain our sterling reputation for great snow, impeccable grooming and a fantastic skiing and riding experience for everyone! Bleu concluded.

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