



## NEWS RELEASE

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### **Alyeska Resort Introduces New Pricing and Special Buddy Discount and Expanded Benefits for 2010-11 Season Passes**

April 15, 2010 (Girdwood, Alaska) – Alyeska Resort is already thinking about next winter while keeping in mind the current challenging economic times. Starting May 1, 2010, season passes for the 2010-2011 winter season will be available for purchase. The season passes are priced to have three sale periods. The new Spring Sale is scheduled to run May 1 to 31, 2010. The Pre-Season Sale will run from June 1, 2010 to October 31, 2010 and regular season pricing starts November 1, 2010 through the end of the 2010-2011 ski season. Lift ticket prices for the 2010-2011 winter season will not change from current prices.

To encourage early pass purchases and to offer greater savings than previous years, Alyeska is introducing the Spring Sale period from May 1 to 31, 2010. Season passes will be offered at the lowest prices of the year and in many cases, the price for a new pass is less than the 2009-2010 price. The passes reflect discounts over 20% off the regular season price. Passes purchased in the month of May also qualify for weekend and Memorial Day Weekend skiing, as well as access on the summer Aerial Tram for the 2010 summer season.

During the Spring Sale, Adult Season Passes valid for unlimited skiing and riding during the 2010-11 season will cost \$1000, Student Passes (ages of 13 to 18) cost \$800, and Child Passes (ages of six to 12) cost \$440. Seniors (ages 60 to 69), College and Military Passes are all offered at \$800. An Adult Midweek Pass costs \$720 and the Seniors (ages 60 to 69), College, and Military Midweek Passes are \$560. The Senior 70+ Pass is available at a steeper discount than the current season; the Spring Sale price is offered at \$200 while the regular season price is \$250.

For those with children five years of age and younger, Alyeska has simplified the product to a \$5 pass which covers the fee of the pass media. This pass allows children five and under to ski free when accompanied by a parent, guardian or when enrolled in a Mountain Learning Center program or lesson. The mountain highly encourages parents to accompany children up to five years of age on the slopes for safety reasons.



In addition to the tiered pass pricing structure, Alyeska is continuing the popular family special offer, the Perfect Family Discount. The "PFD" special provides 50% off savings on one or two dependent passes when purchased with a regular season priced parent/guardian pass. Qualifying dependent pass types include: College, Student, and Child; qualifying parent/guardian pass types include: Adult, Senior 60-69, and Military. The PFD special is available through December 31, 2010 and does not apply to Midweek Passes.

Alyeska is excited to be introducing a new Buddy Discount, which offers \$50 or \$25 off the purchase of two or more season passes at the same time. Purchasers will receive \$50 off each Adult Unlimited Pass and \$25 off the following pass types: Senior 70+, Senior (60-69) Unlimited and Midweek, Military Unlimited and Midweek, College Unlimited and Midweek, Student (13-18), and Children (6-12). The Buddy Discount is available through December 31, 2010.

The Ten X Powder Pass will also be available starting May 1<sup>st</sup> and will continue to be sold through the end of the 2010-11 winter season. The Ten X Pass costs \$450, a \$15 savings per lift ticket, and provides 10 days of skiing and riding with direct-to-lift access. These passes are transferable with only one user permitted per day. After 10 days of use, pass holders can choose to reload their Powder Pass with an additional five or 10 days of skiing.

There is a new Ten X Midweek Powder Pass offered at \$400 which provides an even greater savings for those with a more flexible schedule. Also new, any unused days on a Powder Pass can be turned into a credit and applied towards the purchase of a 2011-12 Powder Pass. For example, if there are three unused days on a Ten X Powder Pass, the pass holder would have \$135 in credit that can be subtracted from the price of a new 2011-12 Ten X Powder Pass. The opportunity to rollover unused days ends on October 31, 2011.

For a full list of pass types, pricing and purchase policies, please visit [AlyeskaResort.com](http://AlyeskaResort.com) or call the Season Pass Office at 907-754-2275.

#### **About Alyeska Resort ([www.alyeskaresort.com](http://www.alyeskaresort.com))**

Alyeska Resort is Alaska's premier year-round destination featuring The Hotel Alyeska, an award-winning 304 room full-service property. Located just 40 miles from Anchorage, Alyeska Resort is your base camp for winter excursions. Alyeska Resort stands out in ski season with 650" of average snowfall annually and the longest-continuous double black diamond ski run in North America. Learn more about the resort and plan your Alaskan adventure at [www.alyeskaresort.com](http://www.alyeskaresort.com) or 800.880.3880.

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