



## NEWS RELEASE

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### **Alyeska Resort Welcomes Melanie Steinberg as Senior Retail Manager**

May 6, 2010 (Girdwood, Alaska) – Alyeska Resort welcomes snowsports industry professional Melanie Steinberg to the team as Senior Retail Manager. The Alyeska retail team manages three year-round outlets located in The Hotel Alyeska and a winter seasonal outlet located in the Daylodge. The Resort offers a mix of active wear and technical outerwear featuring top snowsport and active lifestyle brands such as The North Face™ and Burton™, and accessory and hardgood lines from Oakley™, Smith Optics™, and Black Diamond Equipment.

Specializing in marketing and operations, Melanie brings a strong understanding of action sport brands, product development and industry partnerships. During her six year tenure at Hestra Gloves, LLC., a Swedish-based ski glove company, Melanie managed customer service processes, operational logistics, sales forecasting, and marketing management. Her proven experience also includes direct impacts on sales revenue generated from online channels, developing a 40+ athlete sponsorship program, and successful expansion of the company's existing distributor network.

A graduate of the University of Colorado, Boulder, and Front Range resident, Melanie's love for the mountains inspired her move to Southcentral Alaska. An avid snowboarder and mountain biker, Melanie plans to take advantage of the natural resources available in the last frontier. With a cat and dog in tow, Melanie's first adventure will be the multi-day trek up the AL-CAN Highway.

Alyeska Resort is Alaska's premier destination featuring the luxurious Hotel Alyeska. Alyeska stands out during ski season, known for steep lines and over 650" of snow annually. With 1,400 skiable acres, 73 named runs and nine lifts include the 60-passenger scenic Aerial Tram, Alyeska operates one of the longest ski seasons in North America. Come summer season, Alyeska Resort transforms into a verdant playground featuring nature trails for hiking and biking that start right from the hotel. Located at the gateway to the Kenai Peninsula, home to world-class fishing, and within close proximity to three national parks – Denali, Kenai Fjords and Wrangell-St. Elias, Alyeska Resort makes the perfect adventure base camp. For more information visit

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