



ALYESKA RESORT
ALASKA

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What's New at Alyeska Resort for Winter 2010-11

June 15, 2010 (Girdwood, Alaska) – Alyeska Resort offers one of the longest winter ski seasons in North America. The resort wrapped up two weeks of summer freeride camp, which ran for two sessions between June 7 and 18, 2010. The 2009-10 winter season resulted in 165 days of operation spanning Thanksgiving week to Memorial Day Weekend. With a strong ski season on the record, the resort is looking ahead at the upcoming winter and preparing for another successful ski season with opening day on the horizon, scheduled for November 24, 2010.

The current ownership at the resort has been in place since December 2006. The new ownership group is led by a team of passionate skiers and snowboarders and their commitment to the growth and success of the resort has resulted in new capital investments on the slopes and in the 304-room luxury property, The Hotel Alyeska. The first three years of ownership included finishing a steady list of hospitality and mountain projects ranging from the addition of snow making, improvements to the on-slope beginner experience, complete interior renovation of The Hotel Alyeska and upgrades in the AAA Four Diamond recipient, Seven Glaciers, the signature mountain-top restaurant access by the 60-passenger scenic aerial tram. This summer, the operational focus is on completing ground work for new real estate opportunities at the resort and to execute necessary maintenance to upkeep all the recent capital investments.

The resort is working with experts in the field to determine the best option for a potential new angle-station chairlift to replace two existing lifts. The proposed new chairlift would be designed to offer comfortable, safe high-speed access. In addition to the proposed new chairlift, the resort has committed close to \$500,000 in overall mountain improvements ranging from projects such as more efficient snow-making to regrading of the beginner area to improve the performance of an existing magic carpet. Upgrades to select restaurant outlets are also in the plan and will take place in the fall season when the resort typically experiences an off-season before the onset of winter business.

On hiatus for two years, Alyeska's summer freeride camp returned to the slopes in an effort to support the freeride momentum at the resort resulting from the opening of a new super pipe in January 2010. The Alyeska Pipeline Super Pipe is Alaska's only super pipe. The growth and positive contribution of freestyle skiers and snowboarders in the snowsports industry has proven to be more than just a trend. Alyeska is fortunate to have the support, both financial and in participation, to allow the resort to grow this segment. The super pipe, along with improved beginner and intermediate terrain parks, provides Alaska's skiers and snowboarders ample free style terrain options. In 2009, the resort invested upwards of \$250,000 in ground work, equipment, consulting and labor fees to build the in-ground super pipe. The in-ground nature of the super pipe typically results in earlier openings as compared to an above ground half pipe feature. The super pipe is 300 ft in length and 55 ft



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in width with 18 ft walls. The Alyeska Park Crew will maintain the super pipe with an 18 ft Zuagg pipe monster, ensuring precision grooming that meets the ski industry's super pipe specifications.

With direct flights from Seattle, Portland and Salt Lake City in the winter season, plus connecting flights from most major US cities, getting to Alaska for a ski vacation is easier than ever. Alyeska Resort offers a Ski Alaska Package from \$399 per person which includes four-nights lodging at The Hotel Alyeska, three-day lift ticket and breakfast each morning. The chairlifts at Alyeska start running at 10:30 am, so there is plenty of time to sleep in and enjoy a hearty breakfast before hitting the 1,400 skiable acres and 2,500 vertical feet. The promotional package is priced per person and based on double occupancy. Packages are subject to availability, taxes and fees. For reservations, please call 800-880-3880 or book online at the resort website: www.alyeskaresort.com.

Alyeska Resort Winter Event Highlights *(dates subject to change):*

- November 24 | Ski Season Opening Day
- December 18 | Winter Solstice Slopestyle
- December 24 | Santa Skis Free Day
- December 31 | New Year's Eve Torchlight Parade & Fireworks
- February 4-6 | Winterfest
- February 25-27 | Telepalooza Telemark Festival
- February 18 | North Face Vertical Challenge
- March 12 | Mountain Metal Mayhem
- March 23-27 | Adaptive Nationals
- March 30-April 1 | Alyeska Big Mountain Competition
- April 22-24 | Spring Carnival featuring Slush Cup
- May 6 – May 30 | Friday-Sunday Spring Skiing (conditions permitting)
- Mid-May | Alyeska Summer Freeride Camp

About Alyeska Resort (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 and Ted Stevens Anchorage International Airport, Alyeska Resort is your base camp for summer and winter excursions. The resort is within close proximity of three national parks and the Kenai Peninsula, and is home to the northernmost coastal temperate rainforest, part of the Chugach Mountain Range. Alyeska Resort stands out during ski season with 643" 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 or 800.880.3880.