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**LOVELAND SKI AREA ANNOUNCES
SEASON PASS PRICES FOR
2010-2011 SEASON**

(LOVELAND SKI AREA, Georgetown, CO. - April 1, 2010) – Loveland Ski Area will begin selling season passes for the 2010-2011 season on Monday, April 5, 2010. The 2010-2011 season passes will be available onsite, online and over the phone and will offer snow riders unlimited skiing and riding for the 2010-2011 season in addition to the remainder of the 2009-2010 season. Loveland is scheduled to close on Sunday, May 2.

The price for new pass holders is the same as last Spring and Loveland will continue to provide a discount for returning pass holders. These prices are valid through May 31, 2010 and are the guaranteed lowest prices for the 2010-2011 season.

"When you talk about value and skiing, some people might argue that the two don't go together. But that's not the case at Loveland. We have been providing our guests with unsurpassed value for the past 73 seasons and next season is no exception," said Rob Goodell, Director of Business Operations. "If you look at our pricing and then take into account our annual snowfall, the length of our season and the time and money spent driving further along I-70 to ski somewhere else, the value of a Loveland season pass becomes very apparent."

This Spring, 2010-2011 Loveland adult season passes are just \$349(\$329 for renewal) and adult midweek passes, valid every Monday through Friday with no holiday blackouts, are just \$239(\$229 for renewal). Young adult season passes for ages 15 to 22 are \$269(\$249 for renewal) and child passes valid for ages 6-14 can be purchased for just \$149(\$139 renewal).

All Loveland Ski Area season pass holders will continue to receive 3 FREE days at Monarch Mountain for the 2010-2011 season in addition to 3 FREE days at Durango Mountain Resort, which is new this season.

Loveland Ski Area is located 53 miles west of Denver, or 12 miles east of Silverthorne at Exit 216 on Interstate 70. Call (303) 571-5580 or visit www.skiloveland.com for the latest snow conditions, live web cams and additional information.

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