

FOR IMMEDIATE RELEASE



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**LOVELAND SKI AREA OFFERS
2009-2010 SEASON PASSES
AT 2008-2009 PRICES**

(LOVELAND SKI AREA, Georgetown, CO. - April 13, 2009) – Loveland Ski Area will begin selling 2009-2010 season passes tomorrow, April 14, 2009. The season passes will be available for purchase onsite, online and over the phone for both new and returning pass holders. These prices are the guaranteed lowest rates for the 2009-2010 season and will be available through May 31, 2009. 2009-2010 season passes will be valid for the entire 2009-2010 season in addition to the remainder of this season. Loveland Ski Area will close for the season on Sunday, May 3, 2009.

"Loveland Ski Area pass products provide some of the most affordable and least restrictive options for skiers and riders in the Front Range," said John Sellers, Marketing Director. "As a thank you to existing pass holders and an invitation to others, we will offer 2009-2010 season passes at the 2008-2009 rates through May 31. When customers see our pricing and then take into account the lack of blackout dates, free parking and time and money spent driving elsewhere for example, owning a pass at Loveland becomes increasingly affordable."

A short 53 miles from Denver, Loveland truly is a local's mountain providing Front Rangers with easy access to 1,365 acres of terrain and 400" of snow each October through May.

This Spring, 2009-2010 Adult Season Passes start at just \$339(\$305 for renewals) and Adult Midweek Passes, valid every Monday through Friday with no holiday blackouts, are just \$229(\$206 for renewals). Young Adult Passes for ages 15 to 22 are just \$269(\$242 for renewals) and Child Passes for children ages 6-14 can be purchased for \$149(\$134 for renewals). All Loveland Season Pass holders receive discounts throughout the area on lessons, food, lift tickets, rentals, sport shop purchases and child care. Plus, every Loveland Season Pass comes with 3 FREE, unrestricted days at Monarch Mountain for the 2009-2010 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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