

FOR IMMEDIATE RELEASE

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LOVELAND SKI AREA ANNOUNCES FALL SEASON PASS AND 4-PAK PRICES

(LOVELAND SKI AREA, Georgetown, CO. – August 28, 2008) – 2008-2009 Loveland Ski Area Season Passes and 4-paks will go on sale this Friday, August 29th. Passes and 4-paks will be available for purchase online, over the phone and at ski shows across The Front Range. Loveland Ski Area's Pass Products offer skiers and snowboarders some of the most affordable and least restrictive options in Colorado. A short 53 miles from Denver, Loveland Ski Area caters to Front Range skiers and snowboarders with easy access, affordable pricing and a season that stretches from mid-October through early-May.

	NEW	RENEWAL
ADULT SEASON PASS (23-69)	\$339	\$305
YOUNG ADULT SEASON PASS (15-22)	\$269	\$242
CHILD SEASON PASS (6-14)	\$149	\$134
MIDWEEK SEASON PASS*	\$229	\$206
SENIOR SEASON PASS	\$69	\$69
UNRESTRICTED 4-PAK	\$119	

*Midweek Season Pass is valid every Mon-Fri with no holiday blackouts
Prices valid through 11-23-08

Loveland Ski Area has once again partnered with Monarch Mountain and each Loveland Ski Area Season Pass comes with 3 FREE, unrestricted days at Monarch Mountain during the 2008-2009 season. Loveland season pass holders also receive discounts throughout the area on lift tickets, lessons, rentals, food, sport shop purchases and more.

Loveland Ski Area's popular 4-paks will also be available starting Friday, August 29th through November 23, 2008 for just \$119 (\$29.75 per day). These 4-paks are actual lift tickets that provide direct to lift access. They are fully transferable and are valid the entire 2008-2009 season. No restrictions and no black-outs. Skiers and riders hungry for an even better deal can save \$10 on Loveland 4-paks when they visit ski shows across The Front Range. That is 4 tickets for \$109 (\$27.25

per day). Visit www.skiloveland.com for a complete list of fall sales events. Loveland 4-Paks are only available through 11-23-08.

Loveland Ski Area will also continue to offer one of the best deals for our active duty military personnel and their dependants. Adult Military Season Passes will be offered all season long for just \$99 and dependant children's passes will be \$59. These season passes come with all of the Lovleand Ski Area Season Pass benefits, including the 3 FREE days at Monarch Mountain.

For anyone looking to take lessons, Loveland's 3 Class Pass programs offer huge savings when skiers and riders combine 3 lesson packages with a season pass. Beginners simply complete three lesson packages, starting with a never-ever package and receive a FREE season pass for the remainder of the seson. 3 Class Pass programs are available for a variety of levels, discipines and ages with a few modifications. Some restrictions apply to all 3 Class Pass programs.

For more information on products, pricing or to purchase your pass, please log on to www.skiloveland.com or call (303)571-5580.

**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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