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LOVELAND SKI AREA ANNOUNCES 2007/2008 SEASON PASS PRICING

**SEASON PASS PRODUCTS OFFER MORE BENEFITS AND FEWER
RESTRICTIONS**

(LOVELAND SKI AREA, Colo. - August 29, 2007) - Loveland Ski Area announced pricing for Season Pass products to its email subscribers last week and will be posting the 2007/2008 season pricing online this week. The products available at Loveland Ski Area provide some of the most affordable and least restrictive options for Colorado skiers and snowboarders. A short 53 miles from the city of Denver, Loveland embodies the true spirit of a local ski area with easy access and affordable pricing for everyone looking to make a few turns. With 1,365 acres of varied terrain, a season pass at Loveland Ski Area offers Coloradans an amazing value with unlimited, no restrictions skiing and riding October through May.

This season, Adult Full Season Passes start at just \$319 (\$287 for renewal) and adult Midweek Passes, valid Monday through Friday with no holiday blackouts, are just \$219 (\$197 for renewal) if purchased by the November 23rd deadline. Both of these passes provide a variety of passholder benefits, including 3 free unrestricted days at Monarch Mountain, the ability to purchase one adult and two child lift tickets for friends or family at Loveland Pass Card prices, and area-wide discounts on lessons, Sport Shop purchases, food and more. Loveland Ski Area is also teaming up with several local businesses to provide discounts on food and services in the surrounding areas.

For the second season in a row Loveland Ski Area will 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 Loveland Ski Area Season Pass benefits, including the 3 free days at Monarch.

Loveland Ski Area's popular unrestricted 4Pak is back for just \$109 (\$27.25 per day). Skiers and Snowboarders looking for an even better deal can receive a \$10 discount on 4Paks by purchasing at one of the snowsports shows Loveland is attending over the next three months (such as SkiRex, Sniagrab and the

Snowsports Expo). For a complete list of shows where the \$99 4Pak will be available people can visit www.skiloveland.com. Loveland 4Paks offer direct to lift access and are 4 live lift tickets with no restrictions and no blackout dates. 4Pak tickets can even be used the same day, making the Loveland 4Pak the most flexible product of it's kind. 4Paks are not available at the ski area for pick-up or purchase and are on sale through November 23rd.

The Loveland Pass frequent user card will also be available for the 2007/2008 season for \$38 if purchased by December 14th. Loveland Pass Cards come loaded with a free lift ticket and allow holders to purchase discounted tickets on each visit. Cardholders receive every fifth ticket they purchase for themselves free as well as the ability to purchase tickets at their special rate for a friend and up to two children. The Loveland Pass Card also provides discounts around the area on food, lessons, Sports Shop purchases and more. Loveland Pass Cards are not available at the ski area for pick-up or purchase.

For those new to downhill snowsports Loveland Ski Area offers the 3Class Pass. Beginners simply complete three lesson packages, starting with a never-ever package, and receive a pass for the remainder of the season free! 3Class Pass programs are available for a variety of levels, disciplines and ages with a few modifications. Some restrictions apply to all 3Class Pass programs.

For more information on prices (including child, senior and young adult season pass prices), 3Class Pass options, benefits and deadlines or to purchase a season pass go to www.skiloveland.com or call (303) 571-5580. All products can be purchased in person at various Colorado snowsports shows and events this fall, visit www.skiloveland.com for a list of shows Loveland will be attending.

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.