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OVER A FOOT OF FRESH SNOW PROMPTS LOVELAND SKI AREA OPENING

(LOVELAND SKI AREA, Colo. – October 15, 2007) The ski season has begun and Loveland Ski Area will officially open this Tuesday at 9:00 a.m. Loveland Ski Area's opening day trails will offer skiers and riders a 1,000 foot vertical run with top to bottom side to side coverage and a minimum packed base of 18 inches.

"We are excited to open and hope this early season snow is a sign of things to come," said John Sellers, Marketing Director. "Thanks to the foot of natural snow we received and the efforts of our snowmakers, this will be one of the best opening days in recent memories. The coverage is amazing."

Following warm temperatures last week, managers at Loveland Ski Area welcomed the cooler weather and natural snow that moved in Saturday night. The addition of natural snow to the area's runs will speed up the process of opening additional terrain in the coming days.

"We needed a few more good nights of snowmaking to ensure we could open and stay open," said Mark Abrahamson, Trail Maintenance and Snowmaking Manager. "With this run covered as well as it is, we can now move all snowmaking efforts to other trails on the mountain and work on getting additional terrain open as quickly as possible."

Skiers and riders will access the run via Chair One at Loveland Basin and will use the trails Cat Walk, Mambo and Home Run to reach the bottom. A free opening day rail jam will take place on a few available terrain park features and will be open to all ages and abilities.

Loveland Ski Area will open for the season at 9:00 a.m. on October 16th. Loveland's regular hours are Monday through Friday 9:00 a.m. to 4:00 p.m. and 8:30 a.m. to 4:00 p.m. on weekends and designated holidays. Early season lift tickets are \$42 for adults and \$20 for children (ages 6-14). Loveland discounted season passes and "4-Paks" will be available through November 23rd, 2007. Season passes and "4-Paks" are available online at www.skiloveland.com by phone at 1-800-736-3SKI, or at the Denver Ski Expo November 9-11, 2007.

*Members of the media are invited to Loveland Ski Area for opening day. If interested please call one of the media contacts listed at the top of this release to arrange parking and mountain access

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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