

FOR IMMEDIATE RELEASE



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

(LOVELAND SKI AREA, Georgetown, CO. – September 1, 2009) – 2009-2010 Loveland Ski Area Season Passes and 4-paks will go on sale this Friday, September 4th. 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 the Front Range skier and snowboarder with easy access, affordable pricing and a season that stretches from mid-October through early-May.

	NEW	RENEWAL
ADULT SEASON PASS (23-69)	\$349	\$314
YOUNG ADULT SEASON PASS (15-22)	\$269	\$242
CHILD SEASON PASS (6-14)	\$149	\$134
MIDWEEK SEASON PASS*	\$239	\$215
SENIOR SEASON PASS	\$79	\$79
UNRESTRICTED 4-PAK	\$119	

*Midweek Season Pass is valid every Mon-Fri with no holiday blackouts
Prices valid through 11-22-09

Loveland Ski Area season pass holders also receive discounts throughout the area on lift tickets for friends, lessons, rentals, food, sport shop purchases and more. Loveland has once again partnered with Monarch Mountain and each Loveland Ski Area Season Pass also comes with 3 FREE, unrestricted days at Monarch Mountain during the 2009-2010 season.

Loveland Ski Area's 2009-2010 4-paks will also be available starting Friday, September 4th at last year's rates. Skiers and riders can purchase 4 lift tickets for \$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 2009-2010 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). Loveland will be onsite at The Sports Authority's SNIAGRAB, Colorado Ski & Golf's Ski Rex and Christy Sports' Powder Daze sale over Labor Day weekend. Skiers and riders can visit the Loveland tent to play Loveland Lotto for their chance to win a season pass, lift tickets, lesson packages, \$10 Beau Jo's gift cards, Loveland sunglasses and more. Visit www.skiloveland.com for a complete list of fall sales events.

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 Loveland 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 season. 3 Class Pass programs are available for a variety of levels, disciplines 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 visit www.skiloveland.com or call (303)571-5580.

Loveland Ski Area is tentatively scheduled to start making snow in 22 days.

**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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