



Contacts:

303-571-5580

Kathryn Johnson x153

John Sellers x172

marketing@skiloveland.com

LOVELAND SKI AREA BEGINS SELLING 2008/2009 SEASON PASSES

(LOVELAND SKI AREA, Colo. – April 9, 2008) – Starting today Loveland Ski Area will begin selling season passes for the 2008/2009 season. The season passes will be available onsite, online and over the phone to both new and renewing customers. These prices will be available now through May 23, 2008 and will be the guaranteed lowest rate available for the 2008/2009 season. New season passes purchased now will be valid for the remainder of the 2007/2008 season at Loveland Ski Area, which ends Sunday, May 4, 2008.

“Loveland Ski Area pass products provide some of the most affordable and least restrictive options for skiers and riders,” said John Sellers, Marketing Director. “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 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 skiers and riders an amazing value with unlimited, no restrictions skiing and riding October - May.

This Spring, 2008/2009 Loveland Adult Full Season Passes start at just \$329 (\$296 for renewal) and adult Midweek Passes, valid Monday through Friday with no holiday blackouts, are just \$219 (\$197 for renewal). Young Adult Passes for ages 15 to 22 will be \$259 (\$233 for renewal) and Children ages 6 to 14 can receive a Loveland Season Pass for \$139 (\$125 for renewal). All Loveland Season Passes provide a variety of passholder benefits, including discounts for shopping and services around the mountain and 3 free unrestricted days at Monarch Mountain.

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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