



Contacts:

303-571-5580

Kathryn Johnson x153

John Sellers x172

marketing@skiloveland.com

**THE OAKLEY REVOLUTION SNOW TOUR VISITS
LOVELAND SKI AREA
Just In Time For More Terrain And LOVE Park Opening**

(LOVELAND SKI AREA, Colo. - December 3, 2007) The Oakley Revolution Snow Tour will be making a stop at Loveland Ski Area this Thursday and Friday as part of their nationwide tour to better educate shop employees about Oakley products. As part of the tour, Oakley will be bringing some of their top sponsored athletes to Loveland for the two days including Danny Kass, Tanner Hall, Gretchen Bleiler, Seth Morrison, Simon Dumont and more. Loveland Ski Area plans to greet these world-class skiers and riders with new terrain and the area's terrain park, LOVE Park.

The new snow over the weekend was just what Loveland Ski Area had been waiting for to open up the terrain accessed by Chair Six and the LOVE Park. Chair Six opened today accessing an additional three trails, and bringing the total skiable acreage open to the public to 157. LOVE Park is currently being constructed and is slated to open on Thursday, December 6th, for the arrival of the Oakley Revolution Snow Tour.

"As we continue to open up more of the mountain it is exciting to have such talented skiers and riders visiting us to experience all that Loveland has to offer," said John Sellers, Director of Marketing at Loveland Ski Area. "We are proud Oakley picked us to help host this event, and we hope the recent snow and new terrain Loveland is offering confirms they made the right choice."

Guests to Loveland Ski Area on Thursday and Friday will not only be sharing the fresh snow and new terrain with Oakley's athletes, each day the Loveland Basin Sport Shop will be hosting a poster signing at 2:00 pm to give the public the opportunity to meet the athletes. The Rolling O Lab, Oakley's laboratory on wheels, will also be available to those interested in seeing the innovation Oakley is bringing to eyewear industry.

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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