

PRESS RELEASE FOR IMMEDIATE RELEASE

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Ski Butternut – BEST DEALS for winter 2009-10

\$25 LIFT TICKETS - MIDWEEK

That's right guests will get a **\$25 lift ticket** every Mon., Tues., Wed., Thurs. & Fri. all season long (excluding our holiday periods).

Our regular Weekend adult lift ticket costs \$55; the \$25 Monday through Friday special rate is less than half the cost of a weekend lift ticket. Combined with the fact that a lot fewer people visit the mountain midweek you'll have more of the mountain to yourself for the incredible low price of just \$25. Now that's a value!

SAVE \$15 ON WEEKEND OR HOLIDAY LIFT TICKETS

Buy a **Ski Butternut Lift Ticket 3-Pack**. Guests will get **3 Adult Lift Ticket Vouchers for \$120** (Valued at \$55/e) or **3 Junior Lift Ticket vouchers for \$90**. These vouchers are valid any-day all-season-long including holiday periods. All three vouchers can be used on the same day. This is simply the best way to save on peak weekends or holiday periods at Ski Butternut. The vouchers have been a hit with our guests not just because of the savings but also because they make a great holiday gift.

A regular Weekend adult lift ticket costs \$55. With the Adult Lift Ticket 3-Pack guests are getting theirs for just \$40. Order early as this special deal is only available for orders placed before 12/20. Order online www.SkiButternut.com or call in orders to 413.528.2000 x111.

YOU SERVE - YOU SAVE

Military – Police – Firefighters and EMT get **\$35 weekend Lift Tickets** when they show appropriate ID at the Ski Butternut Group Booth. Better yet their immediate family members can also take part in the savings. You sacrifice and put your life on the line daily. Ski Butternut offers you these special rates as a way of saying thank you for all you do. Detail on this program are available at

<http://www.skibutternut.com/allrates/civic.php> or one can navigate to this page by clicking on www.SkiButternut.com then clicking on the **All Rates** link, then on to the **Police, Firefighter, EMT & Military** link.

5th GRADERS SKI FREE

Fill in our online 5th graders Ski FREE form, found on our web site

<http://www.skibutternut.com/allrates/5thgraders.php> or go to www.SkiButternut.com then click on **ALL RATES**, and then, in the submenu, click on **5th Graders Ski FREE**.

The 5th Graders information and form is also shown under our **Steals and Deals** web page as item #5. Parents should just bring your filled in form and proof of your child's enrollment in the 5th grade (a copy of your child's 5th grade report card is required). 5th

graders will receive FREE lift tickets Sunday Friday when an accompanying adult purchases a regular priced lift ticket at the same time. (5th Graders Ski Free program is not available on any Saturdays, or over any of our holiday periods (Christmas holiday, Dec. 23 Jan. 3, 2010; MLK Weekend, Jan. 16 – 18; President's school vacation holiday week, Feb. 13-21, 2010).

SKI & STAY PACKAGES from \$45/Day Midweek

Ski all day and sleep well at night when you register with one of our twenty lodging partners offering a special midweek ski and stay deal. With prices starting as low as \$45 per/day our Midweek Ski & Stay packages are a real steal. All packages are priced per-person, based upon double occupancy. Most guests choose to stay two or more nights but the lodging partners only require a single night stay. These packages are valid for skiing, Monday through Friday, with the lodging component available Sunday night through Thursday night. More information including a list of participating properties like the famed Red Lion Inn are available under our **LODGING** link at:

<http://www.skibutternut.com/allrates/skiandstay.php> or one can navigate there by clicking on the www.SkiButternut.com and then on **All Rates** and then **Ski & Stay from \$45/Day**

\$70 1st TIMERS LEARN TO SKI OR SNOWBOARD PACKAGE – Package includes beginner's area all day lift ticket, rental equipment, and a group lesson designed to get you started correctly. The price, if you were to purchase an adult lift ticket, ski or snowboard rental package and a group lesson separately would be \$125. You'll save \$50 when you ask for this package which is conveniently sold in the rental shop!

\$70 RETURN TO LEARN PACKAGE – after taking part in our 1st timers package you'll qualify for our ongoing \$70 Return to Learn package. It includes an all-area all-day lift ticket, rental equipment, and a group lesson designed specifically to keep your skills progressing. The \$70 price also saves you \$50 when compared to purchasing the components separately. You will need to show your 1st timer lift ticket to receive this package as taking that program is a requirement. We know that when people ski 3-4 times in their first season that they usually fall in love with these wonderful winter sports. So show your \$70 1st Timers Learn to Ski or Snowboard lift ticket on your return trip to Ski Butternut this season and enjoy ongoing savings. You'll ski or snowboard for just \$70 and get a lesson and rentals in addition to an all mountain lift ticket. We want you to get hooked.

SKI MARCH FREE when you purchase next winter's season pass early. When you purchase your Ski Butternut season pass for winter 2010-11 early, you can start using it to ski or ride in March 2010 for FREE! Ski Butternut's Special Early Season Pass Prices for winter 2010-11 have not yet been set but may well be the same as those that we started the season with:

\$229 Adults (ages 14-69years), **\$179** Jr. (ages 7-14 years), **\$79** Kids (ages 6 and under), **\$99** Seniors (ages 70+ years of age), **\$400** for a Corporate Pass.

SKI MARCH FREE UPGRADE: If you are not ready to make your purchase of a **SKI MARCH FREE SEASON PASS** prior to coming to Ski Butternut, then we have a special upgrade offer for you! **TRY BEFORE YOU BUY!** Purchase your single-day lift ticket,

and if you like what you see, you can upgrade to a season pass valid all next winter! We'll apply the full purchase price of your single-day March lift ticket toward your season pass, provided you upgrade your season pass before you leave for that day.

\$25 LATE SEASON LIFT TICKETS

Late season starts on March 15 and continues everyday, (*including weekends*), through the end of the ski season. The mountain has consistently remained open into the first sometimes the second weekend of April each of the last five winters, and we hope to do so again this winter. The \$25 Late Season Lift Ticket rate represents a **huge \$30 savings (or 45%) off** our regular \$55 adult weekend lift ticket rate.

AFFORDABLE SEASON PASSES – a Ski Butternut signature!

Despite the drastic increases in energy and labor costs, and the many other costs associated with operating a ski area, Ski Butternut continues to be the Berkshires, if not the North East value leader by offering affordable skiing and riding. See our value priced season pass rates below.

Ski Butternut offers a complete season of skiing or riding, with no blackout dates, for the incredibly low prices of:

\$229 Adult,

\$179 Jr., just

\$79 for young kids (These rates are for passes purchased before Dec. 1st).

Unlike other areas that may offer value priced passes, there are no blackout dates on any of Ski Butternut's season passes. Our season passes are valid every day the area is open. Ski Butternut was founded on the principle and remains committed to making skiing and riding affordable! Our affordable adult season pass offer is going into its tenth year.

How great of a value is this offer? Just ask yourself where gas prices were nine years ago? You'll recoup the cost of a Ski Butternut season pass long before you finish your fifth day of skiing or riding. Ski Butternut season passes are available at the above shown very low rates only until Dec. 1st, after which there is a modest increase to:

\$279 Adult,

\$209 Jr., just

\$79 for young kids.

Please order soon, so as to not risk missing out on this incredible offer as quantities are limited! Guests can order online www.SkiButternut.com or call 413-528-2000 x111.

In addition to the great value the pass already provides the mountain has sweetened the pot by arranging for special discounts at a number of other ski areas. When a guest shows their Ski Butternut season pass they can **save 50% off a lift ticket at Jay Peak, Save 50% off Okemo** midweek lift tickets and get a discount on weekends too. Save on lift tickets at Bromley, Catamount, Thunder Ridge, Bousquet and some other mountains and local eating establishments as well. For details see **Deal #20** on the Ski Butternut **Steals and Deals** web page: <http://www.skibutternut.com/allrates/stealsdeals.php>

4Hr. FLEX TICKETS – Offer flexibility to guests who can't spare the time to enjoy a full

day. Tickets start when you purchase your lift pass for the day. An extra 15 minutes is built in so you can get changed and get your equipment on and out to the lift. The 4hr Flex Ticket is ideal for those who can't ski all day, or for those who have a conflict in the morning or afternoon. As an example, if you were to arrive at 11:20 a.m. a 4hr flex ticket would provide you with a lift ticket that is valid until 3:35 p.m.

Additional great deals can be found at www.SkiButternut.com. Click on **ALL RATES** and then click on the **Steals and Deals** Link in the submenu (or copy and paste the following link into your browser <http://www.skibutternut.com/allrates/stealsdeals.php>

Guests desiring a **FREE brochure**, or wanting to learn more about Ski Butternut, can call 413.528.2000, email us at info@SkiButternut.com or visit us online at www.SkiButternut.com