



PRESS RELEASE

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SNOWBOWL TO OPEN FRIDAY, DECEMBER 16 FOR 2011-2012 SEASON

Flagstaff, AZ - With up to 12 inches of recent snowfall, the Arizona Snowbowl is excited to announce that daily operation of the ski resort will start Friday, December 16. Lifts will operate from 9 am to 4 pm.

"We are very eager to open for the 2011-12 winter season on Friday. We had a great Bonus Weekend this past Friday - Sunday and are very pleased with the recent snowfall," states Dave Smith, Snowbowl's Marketing Director. "It was great to see our winter friends enjoying the great snow conditions and we look forward to spending more time with them on the slopes."

Snowbowl will have lifts and terrain open for all ability levels, both lodges and full amenities including rental equipment, Ski & Ride School lessons, food and beverage and retail shops. Crews have been working around the clock, packing down the snow with snowcats and moving new snow to critical areas around the resort.

For more information about the Arizona Snowbowl, call (928) 779-1951 or visit our Web site at www.arizonasnowbowl.com.

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