



PRESS RELEASE

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SNOWBOWL TO OPEN THURSDAY

Flagstaff, AZ - The weekend storm brought Snowbowl 7 - 13" of wet, dense snow, adding to the 21 - 34" received from last week's storm. Snowcats have been on the slopes grooming and packing the snow as it fell, allowing Snowbowl to announce their opening date for the 2009-2010 ski season of Thursday, December 17, 2009 at 9:00 AM.

"The snow came in very wet and heavy; the ideal snow for establishing a base", states Dave Smith, Snowbowl's Director of Sales & Marketing. "We have had crews on the mountain most of the week preparing for this day. It's been a flurry of activity here, from Ski Patrol getting the slopes ready to Rental Shop employees putting the finishing touches on our rental equipment. We are all very excited to get the slopes open."

He continues, "We needed this weekend's storm to get the resort open, it was that close. It's going to be a beautiful weekend with sunny skies and we are looking forward to another great season at the Snowbowl."

Snowbowl will start daily operations on Thursday, December 17th, with all lifts running from 9:00 AM to 4:00 PM and 80% of the resort will be open. Skiing off the top of the Agassiz lift will be limited to just Ridge Run, but both Ridge and Lower Bowl will be open from Midway down. Both lodges will be open with full amenities. The current undisturbed settled snow base is 24" at 9,500' and 37" at 10,800'.

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

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