



December 18, 2007

FOR IMMEDIATE RELEASE

Contact: Laura Johnson at 760.934.0645 or ljohnson@mammoth-mtn.com

GRAND OPENING OF MAMMOTH'S CLOUD NINE EXPRESS SET FOR FRIDAY, DEC. 21, 2007

MAMMOTH MOUNTAIN, CA. – Over eight inches of snow have fallen on Mammoth Mountain since 4am this morning and it's still coming down. Thanks to the help from Mother Nature, Mammoth Mountain Ski Area will hold a Grand Opening event to celebrate the debut of Cloud Nine Express on Friday, December 21, 2007. Cloud Nine is a brand-new high-speed six-pack chairlift that has replaced Mammoth's legendary Chair 9, a double-chair. The \$6.5 million project was completed in the fall of 2007 – just in time for the 2007/08 winter season.

The Grand Opening will take place at 11am at the base of the chairlift. The event will include a ribbon cutting and an appearance by Woolly. As always, skiers and snowboarders must have a valid lift ticket to board Cloud Nine Express.

The new Doppelmayr lift will whisk skiers from the Eagle Lodge side of the mountain to 10,371 feet near Dragon's Back in just over six minutes, providing access to hundreds of acres of intermediate and advanced terrain and cutting the ride time in half. Originally installed in 1969, the fixed-grip two-seat chair is famed for deep powder and runs like Dragon's Back and Ricochet on the eastern slopes of Mammoth Mountain. The new lift will provide quick and efficient service while being able to operate under more acute weather conditions and giving more skiers the opportunity to enjoy some of the best terrain Mammoth has to offer.

"While we anticipate increased usage of the terrain around Cloud Nine Express, the chair upgrade will also provide more convenient access to the other side of the mountain," said Mammoth Mountain Chairman and CEO Rusty Gregory. "On busy days twenty-five percent of our skiers start their day at Eagle Lodge. We believe many intermediate and advanced skiers will use Cloud Nine Express to move across the mountain quickly."

Winds can be strong as weather blows in over Mammoth's east side. The heavier six-passenger lift has been installed instead of a quad lift to allow it to operate in higher winds. The six-pack chair is heavier and more stable in wind, so the Lift Operations team anticipates more full days of operation.

Cloud Nine Grand Opening is weather and conditions dependent. For up to the minute information please visit MammothMountain.com.

Mammoth Mountain Ski Area is the leading four-season mountain resort in California. With 1.6 million annual skier visits, Mammoth Mountain is currently the third most frequented resort in the United States. The company owns and operates a variety of resort businesses including recreation, hospitality, food and beverage and retail. Specific businesses owned and operated by Mammoth Mountain include Mammoth Mountain Ski Area, June Mountain, Tamarack Lodge and Resort, Mammoth Snowmobile Adventures, Mammoth Mountain Bike Park and the Mammoth Mountain Inn. Mammoth Mountain also operates Juniper Springs Resort, the Village at Mammoth and Sierra Star Golf Course in Mammoth Lakes, California. For more information on Mammoth Mountain, visit MammothMountain.com or call 800.MAMMOTH.

####