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FOR IMMEDIATE RELEASE

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## **MAMMOTH KICKS OFF SEASON THURSDAY AS FIRST SKI RESORT OPEN IN CALIFORNIA**

Mammoth Mountain, CA – Mammoth Mountain is kicking off the 2007/08 winter season this Thursday, November 8, as scheduled. Once again, the first ski resort to open in California, Mammoth Mountain will open Broadway Express with service to the trail Broadway at 8:30am Thursday morning. Broadway Express will operate 8:30am-4:00pm daily.

Snowmaking crews have been hard at work adding to the natural snowfall as temperatures permit and more terrain will open as soon as possible. Skiers and snowboarders can enjoy their first turns of the season on an 8-14 inch base of natural and manmade snow. Some rail and jib features will also be available. Lift tickets will be \$35 on Opening Day, subject to restrictions and until additional terrain is accessible.

Mammoth's Opening Day Celebration will take place on Saturday, November 10 with a champagne toast and live entertainment on the deck at Main Lodge.

Get your first runs of the season with great deals like First Tracks lift and lodging packages. Starting at \$115 per person per night, this package is valid for arrivals November 7 to December 19, 2007. Some restrictions apply. To book First Tracks packages call 800.MAMMOTH or visit [MammothMountain.com](http://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](http://MammothMountain.com) or call 800.MAMMOTH.*

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