



April 17, 2008

FOR IMMEDIATE RELEASE

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AWARD WINNING WEST COAST INVITATIONAL RETURNS TO MAMMOTH MOUNTAIN

Mammoth Mountain, CA – For the seventh consecutive year, Mammoth Mountain’s award winning West Coast Invitational (WCI) returns May 2-3, 2008 with an explosive lineup of former Olympians and the most talented up-and-comers. These riders will be competing in the Vans Fiesta de la Pipa and The Village Rail Jam for a \$20,000 prize purse. Special performances by My-G featuring special guest and Talib Kweli ensure a non-stop spring party with music layered on the best West Coast spring pipe and rail contest for a stacked shredding weekend at Mammoth Mountain.

Oren Tanzer, Director of Youth Action Sports and originator of pipe-rail-music hybrid WCI, says, “I’m super excited about the all-star lineup both on the hill and off the hill. With well-known riders competing against some of the most talented up-and-comers, this year’s event is going to be amazing.”

WCI means high-profile pipe riders like Danny Kass, Mason Aguirre, J.J. Thomas, Chaz Guldmond and 30 others will be tearing up the rider judged Vans Fiesta de la Pipa on Friday. When the sun sets on Saturday the competition moves to The Village where last year’s Rail Jam champ, Jonas Michilot, will ride against favorites Louie Vito, Travis Kennedy, Joe Sexton and others on a three-and-a-half-story tall jib set-up to earn the coveted WCI title and cash prizes.

Schedule*

May 2 – Fiesta de la Pipa at Main Park Super Pipe

May 3 – Village Rail Jam at The Village

May 3 – My-G featuring special guest and Talib Kweli at Canyon Lodge (\$5, 21 and up)

*Events subject to change due to weather. For complete WCI event schedule and information visit MammothMountain.com.

Lift and lodging packages are available starting at \$111 per person per night based on double occupancy. Space is limited, call 800.MAMMOTH to book today.

With over 28 feet of snowfall this season and a current five to seven foot base of snow Mammoth Mountain will remain open through Memorial Day on May 26, 2008. Check out a perfect spring at Mammoth with events that include the **Pond Skim** on April 20, where a 100 foot pool of icy water awaits audacious riders, and **Spring Fest**, a month-long party celebrating epic spring conditions that kicks-off April 21.

The Mammoth Mountain Unbound Terrain Parks lead the industry in innovation and quality with three parks, three pipes, 64 jibs and 50 jumps on 90 acres of California’s favorite mountain resort. Using state-of-the-art equipment to provide a progressive environment for all levels, from beginners to a team of 15 professional athletes, the Unbound earns consistent ratings among

the top parks of the world. For more information on the Unbound and Mammoth Mountain Ski Area, visit Unbound.MammothMountain.com or call 800.MAMMOTH.

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 ski resort in the United States. The company owns and operates a variety of resort businesses including recreation, hospitality, real estate development, 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.

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