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FOR IMMEDIATE RELEASE

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Mammoth Mountain's Oren Tanzer Promoted to Director, Youth Action Sports Marketing

Mammoth Mountain, CA – Having recently announced Horizon air service between Mammoth and Los Angeles for the 2008/09 winter season, Mammoth Mountain Ski Area continues to step it up, promoting Oren Tanzer to Director, Youth Action Sports Marketing. In his new role, Tanzer will lead marketing efforts for Mammoth's youth action sports market segment, while continuing to oversee Mammoth's Unbound Terrain Parks and Unbound Team Riders.

"Oren's leadership in the youth action sports area of Mammoth's business has allowed us to be a leader in this very important market segment," said Howard Pickett, Chief Marketing Officer at Mammoth Mountain. "By aligning Oren and his team's efforts closely with marketing and sales for the rest of the Mountain, we intend to take both the terrain park business and the entire resort to the next level of success in the destination travel industry."

"I am very excited about the new connection to the marketing department," said Tanzer. "In combination with \$750,000 in terrain park-specific capital improvements for the 2008/09 season, bringing Unbound together with the marketing department will allow us to focus on developing our youth and industry events and programs, while continuing to build the best terrain parks possible."

Unbound Terrain Park improvements for the upcoming season include half pipe enhancement and additional snowmaking capacity in Main Park to ensure excellent park and pipe conditions throughout the season. Mammoth Mountain opens for the winter season on November 13, 2008.

Mammoth Mountain Unbound Terrain Parks lead the industry in innovation and quality with seven 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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