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FOR IMMEDIATE RELEASE

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Knud Svendsen Named Vice President, Sales and Revenue Management

Mammoth Mountain, CA – Knud Svendsen has been named the new Vice President of Sales and Revenue Management at Mammoth Mountain Ski Area, LLC (MMSA). Svendsen will be responsible for leading the Sales and Revenue Management team at MMSA.

“Svendsen will bring his extensive experience in the tourism industry to guide our current staff and strengthen our entire Sales and Revenue Management team,” said Howard Pickett, Chief Marketing Officer at Mammoth Mountain. Pickett continued, “I am very excited to have someone with Knud’s extensive experience and expertise to lead our Sales and Revenue Management efforts.”

Svendsen comes to Mammoth with an impressive 23-year career in hotel and destination resort sales and marketing. Svendsen most recently served as Vice President of Marketing and Tourism with the Reno-Sparks Convention and Visitors Authority. At the Reno-Sparks Convention and Visitors Authority, Svendsen trained, mentored and managed teams of people throughout various hotels and departments and successfully led a sales and marketing team with destination room revenue goals in excess of \$300 million.

Svendsen has been successful at driving both top and bottom line growth for a variety of companies throughout his career in the travel industry. Prior to joining the Reno-Sparks Convention Authority, Svendsen was Vice President of Sales for PCH Hotels and Resorts in Mobile, Alabama, Vice President of Sales and Marketing for Adam’s Mark Hotels and Resorts in St. Louis, Missouri and Director of Sales and Marketing for various hotels and regions within the Hilton Hotels Corporation.

Svendsen graduated from the Purdue University with a Bachelor of Science Degree in Hotel and Restaurant Management and a Bachelor of Arts Degree in Political Science. Svendsen and his wife Stacy will relocate from their current home in Reno, Nevada to the Town of Mammoth Lakes with their two children.

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Mammoth Mountain Ski Area is the leading four-season mountain resort in California. With 1.5 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 Lodge 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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