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FOR IMMEDIATE RELEASE

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Mammoth Mountain Debuts Revolutionary New Website

Mammoth Mountain, CA – Mammoth Mountain Ski Area, LLC. has launched a brand new website at MammothMountain.com. New features to MammothMountain.com include state-of-the-art e-commerce functionality, a new online store, a customizable interface and a whole new look and feel for Mammoth Mountain.

The new e-commerce possibilities at MammothMountain.com open up exciting options for online shopping. Now visitors only have to visit one place to set up everything they need to take a dream vacation to Mammoth Mountain. Book a room in Mammoth's only slopeside lodging, set up lift tickets or rentals at one of Mammoth's 12 rental/repair shops, schedule lessons from Mammoth's award-winning Ski and Snowboard School, make reservations for a romantic Parallax Snowcat Dinner all in one place.

The new "My Mammoth" customizable homepage allows visitors to create a personalized profile containing the exact information they want to see. Designed for frequent visitors to MammothMountain.com, "My Mammoth" features a drag-and-drop interface and will allow visitors to access all the information they want quickly and easily without having to sort through different areas of the website. Visit MammothMountain.com/MyMammoth to get all the latest weather conditions, videos, blog updates, live webcams, events and much more.

MammothMountain.com also features a new online retail store where shoppers can pick up all of their favorite Mammoth Mountain apparel and accessories. The store will feature a wide variety of logo apparel featuring Mammoth's new logo or the classic "Woolly" logo.

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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