



PRESS RELEASE

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MT. BACHELOR ANNOUNCES 2010 SPRING SEASON OPERATIONAL PLANS AND PRODUCTS

May 16 closing date, extended Nordic season, two tiered Spring Pass, new "Pine Parties", Charity Weeks and round 2 of the BendOR

(Bend, Ore – March 16, 2010) – A busy spring season is on the horizon at Mt. Bachelor. With one of the longest spring seasons in the U.S. the Mt. Bachelor Spring Pass is a popular option that returns again this year. Offering access from March 29 until the May 16 closing date at a cost of \$139, skiers and riders seeking a late-season fix travel great distances to experience Central Oregon in one of its most diverse seasons. When purchased after April 19 the Spring Pass cost drops to \$99. Weeks of spring skiing at a low rate are just one element of the spring season at Mt. Bachelor. Spring passes are available for purchase at www.mtbachelor.com/spring. Mt. Bachelor has received 324" of snow to date this season.

"The spring season at Mt. Bachelor offers amazing value on the slopes and diverse offerings throughout the entire region," said Dave Rathbun, President and General Manager. "We had positive reviews on last year's spring operations based out of West Village rather than Sunrise so we are pleased to stick with that plan, which offers more varied terrain and an increase in total skiable acres. The event calendar is packed from now until May 16 and there are usually a few more snowfalls to look forward to as well."

Pine Parties

New this spring Mt. Bachelor plans to operate the ski area on select evenings for what is being deemed a "Pine Party". The idea was born out of a staff party the previous season when employees spent a few hours skiing terrain on the Pine Marten Express into the evening. When the weather forecast is right (warm, sunny, calm) heading into a select Friday or Saturday Mt. Bachelor may announce an evening operation plan for the upcoming day. Terrain will be serviced by the Pine Marten Express and the Clearing Rock Bar will remain open. Pine Party tickets (valid 4pm-7pm) will be \$10 for the general public and access will be free to season passholders and spring passholders. Day tickets will remain valid in the evening session. Guests are urged to stay tuned to www.mtbachelor.com throughout the spring season for announcements on potential Pine Parties. Details will depend on many factors, but will be announced ahead of time.

Spring Lifts/Hours

Mt. Bachelor's lift operations plan for the spring season has also been published and is available at www.mtbachelor.com/spring. Lift, lodge and parking plans for spring are tailored closely to those from the previous season, with West Village being the primary late season lodge and terrain accessed via the Pine Marten, Skyliner and Summit Express Chairs after April 19. Reduced spring hours will also go into effect on that date. Hours will be determined based on the prevailing snow conditions and what is most likely to



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preserve the snowpack's quality and duration. Historically that means skiing in the morning through early afternoon. Daily ticket rates during spring hours will be \$49 a day. Club Card holders will be able to load \$39 tickets onto their card during this period.

Nordic Season Extended

An additional month of skiing has been added to the Nordic season at Mt. Bachelor. Mt. Bachelor has historically maintained the Pole Pedal Paddle course until May 15 for those looking to train and also to keep the snow in useable shape. This season an expanded grooming plan is being developed that will allow the Nordic Lodge to remain open for business with spring rates and services.

Spring Events

March, April and May feature some of the most popular on-mountain events of the year and the calendar continues to grow. Upcoming events include: St Patrick's Day Scavenger Hunt, two rounds of the Oregon Cup, Riders for the Cure, King and Queen of the Cone, and the North American Pond Skimming Championship. Live music is slated nearly every weekend in the Clearing Rock Bar and the Mt. Bachelor Nordic Center will play host to numerous races. New this year is the Twilight Suds Cup, which will be a team recreational racing event on the evening of April 16.

Charity Weeks

Other offers available this spring include \$25 Charity Week vouchers valid one-day midweek from April 5-16, Ski FREE Stay FREE packages valid through April 19 via bookings with Mt. Bachelor's lodging partners, and multiday Kids Ski FREE with a paid adult. The benefiting organizations for April Charity Weeks are MBSEF, Saving Grace, Boys and Girls Club, Oregon Adaptive Sports, and Sparrow Clubs. Guests are urged to contact the distributing organizations for vouchers that offer \$25 skiing benefiting the charities. In total Mt. Bachelor's Charity Weeks have raised over \$119,000 for central Oregon non-profits since 2009.

The BendOR

The BendOR returns for its second run in the Central Oregon sun. As most ski areas across the country are closed or closing, Mt. Bachelor is offering its most frugal deal of the season in the \$99 Spring Pass and local lodging properties offer basement pricing on condos. This is also the time of year when Central Oregon is offering a wealth of outdoor activities including biking, golf, climbing, rafting, and much more. The average high in Bend during the month of May is 65 degrees, while there is still ample snow base at Mt. Bachelor. This is the time of year to invite your friends from other mountain locales to Bend to enjoy spring skiing, outdoor pursuits and come of the best micro-brews on earth. www.mtbachelor.com/bendor will be compiling activities, local's nights, and other helpful information for spring visitors during the BendOR. The BendOR is the ski getaway for America's ski industry.

About Mt. Bachelor

Mt. Bachelor is the sixth largest ski resort in North America, offering 3,683 acres of lift-accessible terrain. The mountain features 10 lifts, seven of which are Express Quads, plus two tubing lifts and wonder carpet and an average annual snowfall of 370 inches. The



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previous two seasons have seen snowfalls over 500 inches. Mt. Bachelor also features terrain parks, 56K of groomed and tracked cross country trails, snowshoeing, tubing, sled dog rides and summer attractions. For weather conditions, news and events visit www.mtbachelor.com.

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