



PRESS RELEASE: President's Day Weekend

For Immediate Release

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PRESIDENT'S DAY WEEKEND YIELDS WINNING RESULTS

February 18, 2008, Bend, OR – Mt Bachelor and area ski shops, delighted over a successful President's Day weekend. Readied for crowds and amplified by sunny skies, the ski resort sailed through the weekend resulting in mountain-wide revenues up 14% and skier visits up 8%.

Mt Bachelor Director of Marketing Carly Carmichael says "Mother Nature and the Bachelor team really pulled together offering some of the best skiing we have seen all season. Sunny skies, early Summit mornings, and impeccable grooming are some of the highlights from the weekend. Our guests even now can be best described as giddy!"

Local shops are experiencing a strong season. Powderhouse owner Todd McGee says "in addition to a successful President's Day weekend, the shop experienced a record December and January and is on pace for a record February. We are having one of the best years yet." McGee also mentioned that the shop has received numerous inquiries from tourists planning their spring break vacations in Bend.

Scott Auerbach, owner of Lucky Chucky Snowboard and Four Season Ski and Bike Shop in Sunriver says "rental's are up 10% for the season and business overall is up 20% from last year."

"Even with a weak economy Skjersaa's is enjoying a lucrative season," says Jeremy Nelson, owner of Skjersaa's Sport Shop.

Alana Audette, President and CEO of Central Oregon Visitors Association (COVA) adds, "COVA and Mt. Bachelor have successfully partnered in the most effective and exciting image campaign we've launched in recent years (www.GetRealWinter.com). We were fortunate with President's Day weekend, but we can't control the weather or the national economy. COVA recognizes this importance of maintaining a strong and visible presence for our destination; particularly when we face the challenges thrown at us from Mother Nature and the downturn in travel resulting from onset of a national recession."

"President's Day weekend yielded great results. We will continue to focus on providing the best mountain product, and with nearly 400 inches of snowfall so far we look forward to a strong spring season," concludes Carmichael.

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Mt. Bachelor will celebrate its 50th anniversary next year. With 3,683 acres accessible by lifts, the mountain accommodates 7 Express Quads, 3 Triple Chairlifts, 2 Tubing lifts and a Wonder Carpet. Average annual snowbase is between 150 and 200 inches. The resort features four terrain parks, 56K of groomed and tracked cross country trails, snowshoeing, tubing and dog sled rides. Mt. Bachelor Resort is the fifth largest resort in North America with development and enhancements conducted annually. This year the mountain presents efficient radio frequency tickets and passes, two new grooming cats and 2 wind-powered high speed quads.

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