

If you only knew...

Release at Will

SHIFTING GEARS

With the Core of its Village Complete, Solitude Mountain Resort
Focuses on On-Mountain Improvements

SOLITUDE, UTAH (Sept. 21, 2004) Last season, Solitude Mountain Resort celebrated the completion of the core of Solitude village, a project that was nearly a decade in the making and that resulted in overnight visitors from across the globe. What was once a locals-only day area has become so much more, but it still remains an excellent place to enjoy more than 42 feet of snow annually, and to ski or ride some of the best terrain in the West.

Solitude has always aimed to provide all skiers with a terrific experience, no matter where each one is spending the night. It's true that even when the parking lots are full, lift lines are non-existent and often there's less than one skier per acre dispersed throughout the mountain. Solitude's unique ticketing system allows lift lines to move quickly and efficiently, hands-free, and without having to search for hidden tickets and passes. It also allows Solitude to create products like the Custom Season Pass, the only season pass available where a skier only pays for the days of the week that she chooses to ski.

With the village core complete, Solitude is re-focusing its lens. Beginning this past off-season, Solitude initiated a number of improvements that will bring the attention back to the mountain. This summer, Solitude began by burying its snowmaking system. Doing so not only adds to the aesthetics of the lower mountain, but triples the snowmaking capacity, covering 18 trails and five lifts and allowing Solitude to produce even more snow in addition to the 500 inches plus Ma Nature provides it with each year.

For the 2005-06 season, Solitude will unveil two major improvements, both specifically oriented at enhancing the Moonbeam area and enriching the day guest's experience. The first will be a new high-speed detachable quad, the Moonbeam Express, replacing the Moonbeam II lift and allowing skiers to get to beginner and intermediate terrain much easier from the parking lot. The new quad will allow for easier unloading for beginners and make the mid-mountain intersection much less congested. Moonbeam base visitors are sure to enjoy the efficiency of moving people out of the area during high traffic times, including lunch and the start of the day.

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The second major improvement for the 2005-06 season is a new day lodge at Moonbeam, excavating for which has already begun. The new facility will truly be lodge-style, designed to not only be functional and complement the mountain, but to blend with the architecture of the European-styled Solitude village. The 12,000 square foot lodge will sit adjacent the Moonbeam Center and will be home to a new rental shop, lockers, indoor and outdoor food service, an après ski bar, heated patio, a rooftop sun deck and a spacious and inviting sitting den, which will make up roughly one-third of the new facility.

The new lodge will fill a void at Solitude in providing more amenities, and simply, a comfortable place for relaxing, to day guests. Solitude remains committed to providing a quality experience for each skier or rider on the mountain.

Solitude Mountain Resort, a year-round, family-friendly destination, receives more than 500 inches of the Greatest Snow on Earth™ every year and is located just 40 minutes from the Salt Lake City International Airport.

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