



For immediate release

## SOLITUDE ADDS A NEW QUAD LIFT – POWDERHORN II

*A new mid-mountain to summit lift aids in terrain separation and reduces ride times.*

July, 2009 - - Solitude Mountain Resort has begun installation on Powderhorn II, \$1.5 million improvement to lift infrastructure. A replacement of the original Powderhorn double, a holdover from its mid-70s installation - albeit with an improved lift line - comes on the heels of last winter's \$7 million investment in two, new high-speed detachable lifts.

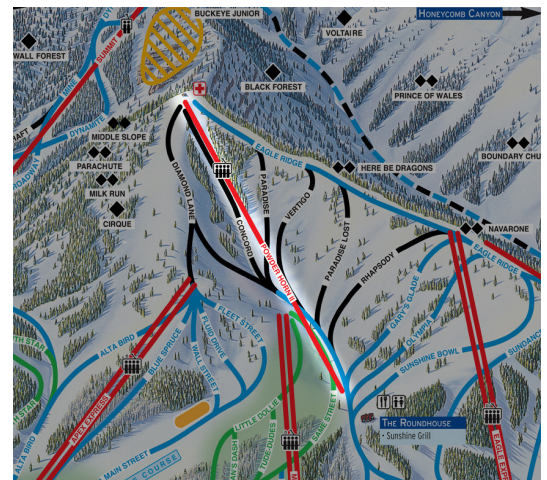
Powderhorn II will start from the bottom of Sunshine Bowl, travel above the Concord ski run, and end in the same location as the original Powderhorn Lift. The move to a mid-mountain starting point allows expert snowriders to make continuous laps on the upper mountain – from Diamond Lane to Sunshine Bowl – without the need to return to the base area via beginner runs. Visitors will enjoy a 7 minute lift ride on the new lift, as opposed to 12 on the old double, a savings of 5 minutes per run on some of the state's steepest groomed terrain. Plus, Honeycomb Canyon will still be conveniently accessed from the top of this lift.

Solitude is known as a great retreat for families, likely due to the amount of beginner and intermediate terrain found lower on the front side of the mountain. These guests will appreciate the new lift, as well, even though they may not ride it until their skills improve, as advanced and expert visitors will remain higher on the mountain, easing traffic in prime learning areas. Crafting this natural segregation put visitors of like abilities in terrain conducive to their ability, creating an improved experience for all.

Last winter's new Apex and Moonbeam Express lifts introduced high speed lift access from both base areas to mid-mountain, allowing Powderhorn II to begin higher on the mountain. Accessible from all three detachable lifts, including Eagle Express, a greater on-mountain flow is achieved throughout the resort. Solitude's goal with terrain and lift improvements, now and into the future, is to efficiently utilize pockets of terrain which are naturally separated by the layout and slope of 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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