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FOR IMMEDIATE RELEASE

49° North Mountain Resort Announces Near Record Season for 2009-2010

Despite a strong El Nino weather pattern this past winter, 49° North Mountain Resort recently announced that business was good for the 2009-2010 ski and snowboard season. The mountain opened two weeks before Thanksgiving, making it one of the earliest openings in recent memory, and experienced the 2nd most skier visits in a decade. The resort also received nearly 3 feet of snow in the last month of operation, increasing the summit snowpack to approximately 80% of normal.

"Getting open as early as we did with an ideal base really set the tone this year," said Brad Northrup, Director of Sales & Marketing. "Even though El Nino limited the number of truly epic days we traditionally experience, there were numerous storms which consistently brought 6-10" of fresh powder, and that kept both the powder hounds and those that prefer groomed snow very happy. "

The opening of Angel Peak also added to the happiness. 7 new runs and nearly two hundred acres of glades were added to the mile-high peak located on the western rim of the legendary West Basin, making the Angel Peak project the largest resort expansion project in Washington State last year. After receiving a healthy dose of early season snow, Angel Peak was wide open for exploration for a majority of the season.

"I spoke with all kinds of people who enjoyed AP (Angel Peak) this season, and everyone was impressed with the work we did," said Northrup. "Novices and intermediates loved the groomed runs, and several advanced skiers and riders commented that the new glades were absolutely incredible. That kind of feedback tells us we did it right."

Speaking of doing things right, 49° North is offering 2010-11 season passes at a tremendous discount. Adult passes are only \$249, while Youth passes are just \$169. 49° North also has several new season pass offerings, including a Military pass for \$229, and a Primetimer pass for only \$129 available to those ages 63-69 who join the 49° North Primetimers. Customers can pay for half at the time of purchase, and then pay the second half by June 1. The Spring Season Pass sale ends May 5th, 2010.



Photo: Brad Northrup



Photo: Curt Bishop



Photo: Brad Northrup



Photo: Tony Richmond



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