



60 Loon Mountain Road  
Lincoln, New Hampshire 03251  
800-229-LOON (5666) • www.loonmtn.com

CONTACT: Katelyn Krumperman  
603-745-6281 x5542 • kkrumperman@loonmtn.com

October 5, 2011

## LOON MOUNTAIN INVESTS \$1.4 MILLION TO ADD MORE SNOWMAKING, FOUR NEW TRAILS AND NEW PARK LOCATIONS

LINCOLN, NH – After investing \$20 million in the past five years to add more terrain, uphill capacity and state-of-the-art snowmaking and grooming technology, Loon Mountain continues its commitment to providing a great guest experience in 2011-2012 with a \$1.4 million investment to add four new trails (an additional 17.5 acres), and an additional 170 of the latest technology Low-E tower snow guns.

In the past two seasons, Loon has added 600 highly-efficient Low-E HKD tower snow guns to its arsenal, increasing overall snow production by as much as 150%, and maximizing snow output at a wider range of temperatures. For skiers and riders, this means more terrain open earlier, more snow and better conditions all season. Loon has the largest installation of these state-of-the-art, highly-efficient snowmaking guns in North America.

A new Prinoth “Bison” grooming machine has been added to Loon’s fleet, which also includes a Prinoth “Beast,” added last season. The “Beast” features 40% more grooming surface and pushing power than a standard machine, as well as state-of-the-art technology to provide the best snow surface possible.

Four new trails debut at Loon this season: Upper and Lower Twitcher and Jobber, which are expert trails on South Peak; and Dropline, a novice trail and the new home of Loon’s Burton Progression Park. The new trail names are all logging terms that follow the naming convention of many of Loon’s classic trails, such as Walking Boss, Flume and Ripsaw. Upper and Lower Twitcher and Jobber will add even more terrain variety on South Peak.

This winter, the parks lineup changes with new and improved locations on the mountain. The Burton Progression Park, formerly on Little Sister, has been moved to a new trail called Dropline located off Bear Pause, next to Grand Junction. Little Sister Park has been renamed as Springboard Park and moves to the trail formerly known as Race City. Springboard – in addition to Brookway Extension and Flying Fox – showcases some of the mountain’s best jibs and intermediate features. NASTAR will move from the former Race City trail to a new location on Lower Twitcher on South Peak. Missing Link Park, the natural park that debuted last winter and features elements made from materials from the surrounding woods, moves to skiers’ right of the new Dropline trail. The signature Loon Mountain Park – consistently ranked by *Transworld Snowboarding* as a top park in the East – stays put in its location off the Seven Brothers lift. Readers of *Transworld Snowboarding* voted Loon Mountain Park a top 3 park in the east again this year.

-more-

Loon plans to open for the 2011-2012 winter season in early to mid November. New England Passes are available at preseason prices through October 10. For more information and to purchase New England Passes visit [www.loonmtn.com](http://www.loonmtn.com).

###

Loon Mountain Resort is New England's most-accessible mountain resort destination, featuring Superior Snow, Guaranteed, and offering 2,100 feet of vertical, and three peaks full of terrain variety. Terrain ranges from gentle beginner slopes to long cruisers, steeps and tree skiing, plus a full progression of award-winning terrain parks, halfpipe and superpipe. Loon's Snowsports School offers programs for all ages and abilities and the Adventure Center features zipline, cross country skiing, snowshoeing, ice-skating, equipment rentals, tours, and an indoor climbing wall. Loon Mountain is operated by Boyne Resorts, the largest family-owned four-season resort company in North America, and is located in the White Mountain National Forest, operating in partnership with the USDA-Forest Service. More information is available at [www.loonmtn.com](http://www.loonmtn.com).