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news release

Hunter's Big Lift Card offers season-long savings of 25% off weekend & holiday tickets, and 50% off mid-week

Hunter, NY – For yet another season, Hunter Mountain will be offering its guests the opportunity to save between 25% and 50% on each visit to the resort with the Big Lift Card. The card, one of Hunter's most popular products, is available until November 1. For \$39, guests will receive 25% off each weekend or holiday visit, and 50% off each mid-week visit throughout the 2009/10 snowsports season. The Big Lift Card also comes with one free unrestricted lift ticket, good for use any day of the 09/10 season, including holidays.

This year, Hunter will also be offering the Big Lift Card +1, which will give guests the same savings, and will come equipped with two (2) unrestricted lift tickets. Both items are available online only via eSki, Hunter's online store, until November 1. Additionally, guests who own the Big Lift Card are eligible for special BLC days, about which they are notified via e-mail. Last year, Hunter offered 2-for-1 specials, along with other deep discounts exclusively for Big Lift Card holders.

“Over the past few years, the Big Lift Card has become one of our most popular products,” explains Brian Czarnecki, Director of Marketing & Sales at Hunter Mountain. “There are few products available throughout the industry that allow for such significant discounts on every visit. Whether it's simple economics or people trying to save even more in tough times, the Big Lift Card is a big hit.” There are no blackout dates for the Big Lift Card: it is valid any and every day throughout the season.

The Big Lift Card & Big Lift Card +1 are available at eSki via <http://eski.huntermtn.com>. Visit HunterMtn.com for more information or to purchase. The product is only available until November 1, 2009.

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