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news release

Hunter's eSki Storefront to offer new products, deeper savings for 09/10 season

Hunter, NY – Hunter Mountain's online shopping storefront, eSki, will be offering more products for online purchase in 2009/10. Products for sale online will include lift tickets, lessons, children's programs, seasonal workshops, value cards, gift cards and the new Progression Sessions 6-pack. Additionally, the eSki service saves customers 15% or more every time lift tickets and rentals are purchased. Products must be purchased 48 hours or more in advance.

The online store, located at eski.huntermtn.com, is available throughout the year. In the spring, summer and fall, event tickets are sold online; in the winter, guests are offered an opportunity to bypass the ticket purchase experience at Hunter by buying in advance online. Rental equipment orders in particular are able to save guests significant amounts of time, as they can process to the eSki Only line to pick up their pre-fitted equipment (based on the specifications in their orders).

"Combined with the Rental Shop redesign, eSki is going to end up being the ultimate find for customers in 09/10—we already have quite a base of customers who use eSki every time they come to Hunter," explains Russ Coloton, President of Hunter Mountain. "eSki provides customers with an opportunity to save 15% or more on lift tickets and rentals—and also can save time by placing eSki customers in an accelerated line where they receive pre-tuned equipment."

eSki is available throughout the season. There will be discounts of more than 15% at certain times throughout the season. Guests who would like to keep up with eSki discounts can sign up for Hunter Mountain's 'Last Minute Specials' eNewsletter at HunterMtn.com.