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news release

**Hunter Mountain & Prestige Mini Forge Partnership for 09/10 Season
Partnership to include vehicle sponsorship; new events & Mini rallies; Mini Cooper
giveaway**

Hunter, NY & Mahwah, NJ – Hunter Mountain & Prestige Mini Cooper of Mahwah, New Jersey, have joined forces for the 2009/10 season. Prestige will provide the resort with Mini Coopers, which will be the new official vehicles of Hunter Mountain. The partnership also includes a sweeping resort sponsorship & coordinated advertising campaign; involvement in many of Hunter’s events throughout seasons; and a grand prize giveaway of a Mini Cooper at the end of the 09/10 season.

Prestige, which also sells BMW, Land Rover, Lexus, Mercedes, Toyota & Scion, has been serving the Tri-State Region for over 40 years. Its dealership in Mahwah is one of the top selling Mini dealerships in North America and is located in the epicenter of the region from which a majority of Hunter’s visitors hail. Mini, like Hunter, is also celebrating its 50th Anniversary this year.

“We’re incredibly excited to be able to work with such an innovative, unique and diverse brand,” says Brian Czarnecki, Director of Sales & Marketing at Hunter Mountain. “We want Prestige Mini to be involved in as many aspects of the resort as possible, and we’re pleased that they are prepared to be such an active partner.” Prestige Mini will begin involvement in Hunter’s events before the ski season even begins by holding a Mini rally on one of the two weekends of Hunter’s Oktoberfest.

Entries will soon be accepted for the Mini Cooper giveaway at Hunter Mountain & the Mini Showroom on Rt. 17 in Mahwah, NJ. Event details, sponsorship, advertising & giveaway information are forthcoming. Visit HunterMtn.com or DrivePrestige.com for more information.

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