



Hunter Mountain

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FOR IMMEDIATE RELEASE

Hunter Mountain Offering Discounts Through its eSki Storefront for the 2011/2012 Season

Purchase products online and save 15% or more

Hunter, NY – Hunter Mountain’s online shopping storefront, eSki, will continue to offer products at a discount of 15% or more for the 2011/2012 season. Products available for sale during the winter season include lift tickets, lessons, children’s programs, seasonal workshops, value cards and discount cards. Products must be purchased 48 hours in advance.

The online store, located at eski.huntermtn.com, is available year-round. In the spring, summer and fall, event tickets can be purchased through eSki. Last year Hunter worked to add many additional products to the online storefront including many learning programs. Rental equipment orders purchased in advance save guests a significant amount of time by allowing them to proceed to the eSki only line and pick up their pre-fit equipment (based on the specifications in their order).

“The goal is to get our guests outfitted and on the slopes as quickly and easily as possible”, explains Russ Coloton, President of Hunter Mountain speaking on Hunter’s online rental ordering system. “eSki provides a way to help make this a more enjoyable experience, saving our guests time and money.”

eSki is available throughout the season. Hunter will offer periodic specials of more than 15% off eski items. Guests who would like to keep up with eSki discounts can sign up for Hunter Mountain’s ‘Last Minute Specials’ eNewsletter at HunterMtn.com.