



**Hunter Mountain**

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FOR IMMEDIATE RELEASE

**Hunter Mountain Mobile Website Live for the 2011/2012 Season**  
*Streamlined mobile website will be available to users on their smartphones*

Hunter, NY –As a part of its continuing efforts to make information available to a wider customer base, Hunter Mountain has released a new mobile website for users to access via their smartphones, tablets and other mobile devices. The content is targeted to users who are at the mountain, and will display data that is most relevant to the user at that time, streamlining its usage and creating a much more user-friendly interface.

The Hunter Mountain mobile site mirrors the look of huntermtn.com. The site, located at m.huntermtn.com, offers updates on snow totals, weather, lift & trail status and promotions for mobile users. The site also offers quick access to resort news, trail maps and webcams. Mobile users are encouraged to utilize this quick and easy info source to not only help them around the resort, but also to save money everywhere from our Demo Center, to food outlets, Mountain Club Spa and ticketing centers. Promotions will be added regularly throughout the season.

“People are increasingly apt to use mobile devices to access information”, explains Gerry Tschinkel, Hunter’s Vice President of Sales and Marketing. “This site will help meet those user needs, offering them the most pertinent information about Hunter Mountain right at their fingertips.”

The new mobile website is available at m.huntermtn.com or huntermtn.mobi. For further information, please e-mail [jpezak@huntermtn.com](mailto:jpezak@huntermtn.com) or call 800-486-8376 x2339.

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