



SNOWSHOE MOUNTAIN ANNOUNCES \$4M INVESTMENT IN SNOW TECHNOLOGY

SNOWSHOE, W. Va. – (March 8, 2018) Snowshoe Mountain has announced that it will be investing nearly \$4M in upgrades to its snowmaking and grooming technology this summer. Resort officials anticipate that the investment will allow them to open significantly more of their ski trails by early December and maintain a high-quality snow surface throughout the ski season; all while greatly reducing the mountain's carbon footprint.

"This is the single most important investment our new owners, Alterra Mountain Company, could make in Snowshoe," said Frank DeBerry, Snowshoe's President and Chief Operating Officer. "As this past season demonstrates, Snowshoe's unique microclimate and elevation provide us with the cold and snow we need to provide the best and most skiing and riding in the mid-Atlantic and Southeast. This investment further boosts and protects our greatest strength, all while taking yet another step towards reducing our impact on the environment."

- Increased Efficiency and Sustainability
 - The re-tooled snowmaking system will cut the resort's energy costs and consumption significantly, and return more than 5,000,000kwh back to the grid.
 - 5,000,000kwh is enough to power 500 homes for an entire year.
- New Snowguns and Automation Equipment
 - The investment includes over 160 new snowguns to be positioned in key, fixed locations around the mountain, as well as the equipment needed to further automate the snowmaking system.
 - 75 Fixed Position Tower Fan Guns
 - High Production/Low Energy DemacLenko Titan 2.0 will be utilized
 - The most powerful snowgun currently on the market, capable of making massive amounts of snow in short windows of time.
 - 90 Low-Energy "Stick" Guns
 - Super energy-efficient SnowLogic DV7's use less than 10% of the energy required of traditional snowmaking equipment.
 - Will allow the resort to maintain high-quality surface conditions with minimal energy usage.
 - Automation Hardware & Software
 - Further automating the mountain's snowmaking system will increase efficiency, giving it the maximum amount of production time during even brief snowmaking opportunities.

- Each snowgun will have access to temperature and humidity sensors that trigger the automation software and adjust air/water ratios to ensure both high quality snow and maximum snow production.

For more information, follow this link > <https://www.snowshoemtn.com/the-mountain/snowmaking>

B-roll video and high-resolution photos are available upon request. Media contact information is listed below.

Alterra Mountain Company will release 18/19 capital improvements for its family of 12 North American destinations in the coming weeks.

ABOUT SNOWSHOE MOUNTAIN

Snowshoe Mountain is the perfect winter destination for adventure filled family vacations in West Virginia. Snowshoe covers a total area of 11,000 acres in the Appalachian Mountain Range, and includes the second highest point in the state at 4,848' elevation. With 60 trails and 257 skiable acres, Snowshoe was voted the Best Ski Resort in the region by Blue Ridge Outdoors. In addition to terrific outdoor winter recreation, Snowshoe offers extensive lodging options, gourmet dining, shopping, wedding and convention areas, and a luxurious spa. Snowshoe Mountain Resort is part of the Alterra Mountain Company. Please visit www.snowshoemtn.com for more information.

ABOUT ALTERRA MOUNTAIN COMPANY

Alterra Mountain Company is a family of 12 iconic year-round destinations, including the world's largest heli-ski operation, offering the Ikon Pass, the new standard in season passes. The company owns and operates a range of recreation, hospitality, real-estate development, food and beverage and retail businesses. Headquartered in Denver, Colorado with destinations across the continent, we are rooted in the spirit of the mountains and united by a passion for outdoor adventure. Alterra Mountain Company's family of diverse playgrounds spans five U.S. states and three Canadian provinces: Steamboat and Winter Park Resort in Colorado; Squaw Valley Alpine Meadows, Mammoth Mountain, June Mountain and Big Bear Mountain Resort in California; Stratton in Vermont; Snowshoe in West Virginia; Tremblant in Quebec, Blue Mountain in Ontario; Deer Valley in Utah; and CMH Heli-Skiing & Summer Adventures in British Columbia. We honor each destination's unique character and authenticity and celebrate the legendary adventures and enduring memories they bring to everyone. Alterra Mountain Company also owns Honua Kai Resort and Spa in Hawaii. For more information visit www.alterramtnco.com.

###

Media Contact:

Shawn Cassell
Public Relations Manager
Snowshoe Mountain Resort
Phone: 304-572-5639
scassell@snowshoemountain.com