

## **Wachusett Launches Expanded On-Line Lift Ticket Program for 2009-2010 Season!**

PRINCETON, Ma. – Already known for providing one of the best values in New England skiing, Wachusett Mountain Ski Area is offering two new features when guests purchase lift tickets online to provide even greater value and added convenience this season.

Available only at [www.wachusett.com](http://www.wachusett.com), Wachusett customers can receive discounts on their online lift ticket purchase during special sale periods and can also have the added flexibility of purchase tickets right up to the time they leave their house.

- **SkE-Saver White Sale –November 20, 2009 through December 24, 2009**

During this and other designated sale periods Wachusett skiers and snowboarders can actually purchase lift tickets online at a lower rate than they were available last season. During the sale, guests will be able to receive a **\$5 discount** off each adult ticket purchased, provided it is bought at least 24 hours in advance. The online discounted price will be available during each of Wachusett's sales periods -- **PEAK, PRIME and SPRING** season.

<b><u>Period</u></b>	<b><u>Dates</u></b>	<b><u>Regular Rate</u></b>	<b><u>Online Sale Rate</u></b>
-Prime	open to 12/25/09; 1/4-1/15/10; 1/19/10-2/12/10; 2/22/10-4/14/10	\$49	\$44
-Peak	12/26/09-1/3/10; 1/16/10-1/18/10; 2/13/10-2/21/10	\$54	\$49
-Spring	3/15/10 to close	\$46	\$41

"For skiers and riders who want to pick their days in advance, this is an opportune time to make plans ahead of time and save – especially during the holiday periods," noted Wachusett General Manager David Crowley.

- **No More Online Sales Cutoff!**

Wachusett is also eliminating the online sales cutoff so guests can actually purchase their lift ticket right up to the time they leave their house. While those purchasers will not receive the online discount, the elimination of the online sales cutoff gives customers the ultimate in convenience. Previously, they had to purchase by 8 p.m. the night before they planned on visiting the mountain.

"Guests can now literally purchase their tickets just before leaving their house and they will be waiting for them when they arrive," added Crowley. "With Wachusett's limited ticket sale policy, this will assure our guests a fast, easy way to guarantee they can ski or ride the session they want to. As an added bonus, by purchasing on line, guests no longer have to wait in any lines to purchase their tickets when they get here!"

These new features will enhance Wachusett's online ecommerce service providing the customer with easier, more convenient and more economical opportunities than ever before. In addition to lift tickets, other products and services available online at [www.wachusett.com](http://www.wachusett.com) include: *Season Passes; Gift Cards (Card Of Wachusett) and Discount Cards; Beginner Learn to Turn Packages; Children's Programs; VIP Parking; Rental Equipment; Fall Festival Admission Tickets; Wachusett logo wear from Mountainside Ski & Sports Shop.*