

FOR RELEASE AT WILL

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KING PINE OPENS NEW SEASON WITH \$10 LIFT TICKET FRIDAY, DECEMBER 12, 2008

EAST MADISON, New Hampshire – King Pine Ski Area at Purity Spring Resort kicks off the 2008/09 season on December 12, 2008 with new family events and added value for guests. Ski or ride for just \$10 from noon to 7pm on Friday the 12th. A portion of the proceeds will go to the Laura Mahoney Autism & Epilepsy Foundation. The family-oriented ski resort, located in New Hampshire's White Mountains, is just 15 minutes south of Conway, NH.

Known for its family-friendly atmosphere, affordability, and consistent snow conditions, King Pine offers exciting terrain for all abilities and has been a tradition for families throughout New England for decades. King Pine offers 17 groomed trails with 100% snowmaking. Additional attractions include night skiing, a 3-lane snow tubing park, a 22 km Nordic trail network, a covered and well-lit, Zamboni-groomed ice skating rink, an indoor pool/hot tub and fitness center and a warm, caring atmosphere that keeps families coming back generation after generation.

With family-friendly lodging and home-style meals, Purity Spring is the perfect place to stay when visiting King Pine and the Mount Washington Valley. Additional amenities include Snowtubing, XC Skiing, Snowshoeing, Skating, Horse-Drawn Sleigh Rides, and an indoor pool and fitness center.

Stay & Play winter packages at Purity Spring Resort combine value with options by offering various winter activities at affordable rates. Weekend guests staying at Purity Spring have the option of adding Thursday or Sunday night to their weekend stay for 50% off the "regular season" lodging rate. Three meals daily are included with weekend stays, as is full access to The Mill Indoor Pool and Fitness Center. Weekend lodging begins as low as \$87 per person.

Midweek guests enjoy lodging at Purity Spring Resort, including FREE skiing and riding, snowshoeing, ice skating and XC skiing. Also included are 2 full meals daily, full access to The Mill Indoor Pool and Fitness Center, and free snow tubing, night skiing or horse-drawn sleigh rides on particular evenings.

This season, the resort will offer many new opportunities to save and plenty of ways for families to have fun on the snow. Military personnel and their dependants can ski and ride for free through December 24th, 2008. They will then be able to enjoy deeply discounted weekends in January, February and March.

King Pine will host Winter Trails Day on January 10, 2009. This is a great opportunity for children and adults NEW to snowsports to try snowshoeing and cross country skiing for FREE, and to discover the great fitness and social benefits with these easy-to-learn winter sports.

Additional events are the Winter Carnival weeks in February and the very popular Purity Spring Sled Dog Race Classic on March 7 and 8, 2009. More additional information, see www.kingpine.com/events.

Skiers and riders can double their skiing dollars at King Pine on Tuesdays, Wednesdays and Thursdays (non-holiday) with "2-for-1" deals for all-day or night skiing and riding. Families will also love the The Moonlight Family 4-Pack, where a family of four can ski or snowboard at King Pine any Saturday night (or any holiday night) under the lights from 4-9 PM, including free family racing (Saturdays only) for only \$45!

King Pine and Purity Spring Resort, located in East Madison, NH, are owned and operated by the Hoyt family and have welcomed guests since the early 1900s. Additional information can be found at www.purityspring.com or by calling (800) 373-3754

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