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SKIRESORTS.COM LAUNCHES WITH FULL BOOKING CAPABILITIES AND  
“INSIDER” INFO ON 50 PREMIER MOUNTAINS IN NORTH AMERICA

--NOTHING LIKE IT ON THE WEB --

Want to know where to get the best massage in Sun Valley? The best restaurant in Aspen?  
The no-hangover cocktail? All that and more at SkiResorts.com

LOS ANGELES, CA – For Release October 19, 2009 – While the thrill of the slopes is the driving force behind any ski vacation, much of what skiers love is the entire lifestyle experience, particularly après ski. But where to get the best massage, the juiciest steak, or the finest wines has been known only to local insiders, until now.

All of that is about to change with the launch of SkiResorts.com ([www.skiresorts.com](http://www.skiresorts.com)), where adventure meets luxury. The site features lots of sophisticated and lively content on [ski vacation packages](#), [ski resort lodging](#) and every piece of information that goes into making your [winter vacations](#) fun and memorable. It is the first and only place on the web that offers easy booking capabilities as well as the in-depth, local information necessary to arrange a first rate ski vacation. SkiResorts.com is now the new “go-to” site for everything you need to know about the top 50 mountains in North America - both on and off the slopes.

Unlike any other ski website out there, SkiResorts.com offers real and thorough coverage of these destinations, coupled with the capability to reserve a fabulous vacation, purchase lift



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tickets, rent skis, make restaurant reservations for the week, and even buy the latest ski gear, all in one place. With editorial content written by local “in-the-know” insiders who’ve spent years at any particular mountain, SkiResorts.com reveals lots of local hidden gems and insider tips on how to maximize your ski vacation.

Top ski resorts across the US and Canada, from Whistler to Aspen to Sun Valley, have been targeted for editorial coverage of specific areas of interest including food and wine, style, and health and wellness, all as they relate to the ski resort lifestyle. The site’s travel booking capabilities are available through both an online engine as well as live agents with decades of experience and unsurpassed access to the most sought after lodging properties. A powerful database of restaurants, spas, galleries, shops and other local activities in each resort will help make the site a useful tool for both the die-hards who spend all day on the slopes, as well as those looking for the perfect spa treatment, a nearby yoga class, or the best nightlife in town during their vacation.

SkiResorts.com will offer new content on a daily basis focusing on these primary areas:

- Resort Life – travel, events, activities, top ten lists
- Eat and Drink – food and wine, dining, après ski, nightlife
- Style and Gadgets – fashion and technology, trends, hot lists
- Health & Wellness – spa, fitness, yoga, beauty, exercise

Along with that will be additional special feature topics. For example, planning a vacation for the holidays but want the perfect spot to celebrate? Check out SkiResorts.com for an article on “Hotels That Feel Like Home On Christmas.” Looking to have some fun on the town but don’t want to take away from your time on the slopes? Check out “No Hangover Cocktails” to learn what to drink to make sure you can still enjoy the freshly fallen powder



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the next morning. Don't have the stomach for too much excitement? How about "Mountain Adventures For Wimps".

SkiResorts.com's authentic voice and team of regional contributors will provide the kind of insight you just can't get from a guidebook. Whether you're in the planning phase or already at your destination of choice, you'll find everything you need in one place...SkiResorts.com. For further information visit [www.skiresorts.com](http://www.skiresorts.com).