



FOR RELEASE AT WILL

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Newry, ME – Cramped little commuter cars, crowded trains and elevators, squinted eyes pointed at long emails reciting meeting minutes – sometimes you just need to find some freedom. Sunday River can help. Spread over a ridge nearly three miles in length, Sunday River offers 128 trails over eight different peaks. Ample room to find your freedom, or better yet, to lose yourself. With our lift services, challenge, terrain, grooming, and snow quality all praised by big names like *Ski* and *Skiing* magazines, rest assured that nothing will get in the way of experiencing your adventure.

Chances are, you've heard the tag line or read the copy – Sunday River is home to The Most Dependable Snow in New England. It's true; the River takes snow more seriously than any other resort. We get more than most Eastern mountains, but when Mother Nature is feeling cranky, we simply fire up the largest and most technically advanced snowmaking system in the East. It's what Sunday River does best.

Sunday River truly offers skiing and riding for everyone. Like bumps? No eastern bump trail has the humbling reputation of *White Heat*, once again ranked the number one Eastern mogul run by *Skiing* magazine. Looking for glades? The River offers several choices from the double-diamond, super narrow *Flying Monkey* to a blue-square glade designed for family-fun, *The Enchanted Forest*, and everything in between. If cruisers are your cup of tea, hit up *American Express*, *Right Stuff*, *Excalibur* or any of a number of fast, perfectly groomed, snow-packed highways. Hoping to master that kinked rail, or all the other parks and pipes elements? Sunday River is home to the most varied and biggest hits and rail elements spread over four different terrain parks. The mountain also maintains four different pipes, including the original Zaugg-cut Superpipe in the East.

But don't take our word for it... *Skiing* rated the River within the top five Eastern resorts overall, *Ski* within the top ten. *Ski* boasts our lift services and grooming capabilities among the best on the continent. Proving that our parks are among the biggest and best designed in the East, *Free Skier* magazine has featured *Rocking Chair Park* in its October and November issues of this year. The United States of America Snowboard Association (USASA) has chosen the River for its 2003 National Championships, the world's largest snowboard competition. It all adds up to a huge amount of varied terrain, the Most Dependable Snow in New England, and the best skiing and riding in the East. Still not convinced? Have a look at the numbers below.

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| 8 interconnected mountains | 17% double-black |
| 2,340-foot vertical | 155 inches of annual snowfall |
| 128 trails | 92% snowmaking coverage |
| 48 miles of trails | 1740 snowmaking guns |
| 663 skiable acres | 18 lifts |
| 25% green | 4 high-speed quads |
| 35% blue | 4 terrain parks |
| 23% black | 4 pipes – including 2 Superpipes |