

May 28, 2015

Hakuba Valley joins “The Mountain Collective” as a  
Global Affiliate for the 2015-2016 season

We are pleased to announce that Hakuba Valley joins “The Mountain Collective” (TMC) as a Global Affiliate for the 2015-2016 season. Hakuba Valley is honored to be sole partner destination of TMC among many snow resorts in Japan.

The Mountain Collective Pass holders enjoy two days of skiing or riding plus a 50 percent discount on all additional days with no blackout dates at each of the partner destinations. For further details on The Mountain Collective Pass, please refer to the release by TMC as attached and TMC’s website at [www.MountainCollective.com](http://www.MountainCollective.com).

Simultaneously, Hakuba Valley will start issuing 2015-2016 Season Pass on June 1, 2015. Hakuba Valley Season Pass holders can enjoy a 50 percent discount coupon at each of The Mountain Collective partner destinations in addition to seasonal use of 10 ski resorts in Hakuba Valley. For further details on Hakuba Valley, please refer to the website at [www.hakubavalley.jp](http://www.hakubavalley.jp).

4 of 10 ski resorts in Hakuba Valley are under our group operation, which are HAKUBA VALLEY Happo-One Ski Resort, HAKUBA VALLEY Iwatake Snow Field, HAKUBA VALLEY Tsugaike Kogen Ski Resort, and HAKUBA VALLEY Kashimayari Ski Resort. We will welcome you coming to visit Hakuba Valley.

Thank you.

**The Mountain Collective announces Hakuba Valley as a sole partner in Japan  
Hakuba Valley "GRAND NEW SEASON PASS" is a new pass concurrent with this  
momentous event and will go on sale from June 1st!**

*Amazing benefits for both Japanese and visitors planning to take a ski trip to Hakuba Valley, Japan. Mountain Collective Pass Holders receive up to 2 day lift tickets at world-class premier resorts including Hakuba Valley, while the Grand New "Hakuba Valley All Area Season Pass" holders will receive 50% off tickets at all other Mountain Collective resorts.*

Hakuba Valley, Japan's premier snow resort in Nagano, has today been announced as the sole partner in Japan of the Mountain Collective, a collaboration of the best independent ski resorts in the United States, Canada, Australia and South America; including iconic destinations Alta/Snowbird, Aspen Snowmass, Jackson Hole, Mammoth Mountain, Ski Banff-Lake Louise-Sunshine Village, Squaw Valley/Alpine Meadows, Sun Valley, Thredbo, Valle Nevado and Whistler Blackcomb.

Simultaneously from June 1<sup>st</sup>, 2015 Hakuba Valley starts selling its Grand New *Hakuba Valley All Area Season Pass* which enables customers to ski/snowboard at 10 individual ski resorts in the extensive mountain valley of Hakuba, Nagano. The pass is 130,000JPY per adult and 70,000JPY per child (6-12 years old). Conveniently, you may purchase your Grand New *Hakuba Valley All Area Season Pass* online at [www.hakubavalley.jp](http://www.hakubavalley.jp).

This new alliance with the Mountain Collective 10 ski resorts entitles Hakuba Valley season pass holders to receive 50% off lift tickets at all other Mountain Collective resorts for a maximum of up to 5 days at each resort.

Hakuba Valley is renowned for its snow quality which is dry, deep and consistent powder. It encompasses a huge variety of terrain from beginner courses for first timers, kids and families, tree runs, guided off-piste tours and courses, Terrain Park, banks and double black diamond runs with challenging steep verticals. Other features of Hakuba Valley as a ski holiday destination include:

- Largest ski resort with a single season pass in Japan: 941ha, 110 lifts and 144 ski trails.
- Long season starting from late November until early May
- Breathtaking panoramic views of Japan Northern Alps
- Experience a taste of traditional Japanese culture, local people and their customs
- Relax in the mountains rich minerals by resting your body in an indoor or outdoor onsen

- Easy access to/from Tokyo, Kyoto and popular sightseeing areas in Nagano region.

By joining the Mountain Collective, Mountain Collective Pass Holders will receive two free days of skiing at any Hakuba Valley Resorts with no blackout dates. All Mountain Collective resorts' "premier" or top level full season pass holders will also be able to purchase 50% off lift ticket at Hakuba Valley.

For further information on the Mountain Collective Pass visit the official website at <http://mountaincollective.com/>

“Hakuba Valley is now regarded as one of the most attractive Japanese ski resorts by our loyal and new guests. We have recently seen a sharp increase of foreign visitors in particular last season's inbound customers were up by more than 30% from last year.

More people from all over the world will have an even greater opportunity to visit the best ski resorts with the Mountain Collective benefits.

Admission in the alliance as the top Japanese ski resort by the Mountain Collective, whose membership criterion is “the best of the best”, we reconfirmed our potential.

We hope to see more global guests in Hakuba Valley to enjoy deep powder skiing and snowsports in big mountain scenery, indulge in the taste of authentic food culture and discover our local traditions in this pristine alpine valley” as confirmed by Tomohide Ohta, Chairman of the Hakuba Valley Management Committee.

For further information on Hakuba Valley, visit [www.hakubavalley.jp](http://www.hakubavalley.jp)

For further information on The Mountain Collective Pass, visit [www.mountaincollective.com](http://www.mountaincollective.com)

### **About Hakuba Valley**

Located in Nagano prefecture, on the mainland of Japan, **Hakuba Valley** has easy access to main tourist sites in Japan, such as Tokyo and Kyoto. Hakuba Valley, hosted 1998 Nagano Olympics, has long been regarded as one of premier snow resorts in Japan, especially famous for its light and rich powder snow and wide variety of ski terrains. GRAND NEW “Hakuba Valley All Area Season Pass” (just launched from 2015-16 season) enables customers to enjoy 10 individual adjacent ski resorts with 941ha of skiable terrains, 133km of ski runs with 144 courses in one pass. **Media**

**Contact: Hakuba Valley Management Committee:** [info@hakubavalley.jp](mailto:info@hakubavalley.jp)

<http://www.hakubavalley.jp/>

### **About Ski Banff-Lake Louise-Sunshine**

Located in Canada's Banff National Park; the **Lake Louise Ski Resort**, **Sunshine Village** and Mt.

Norquay caters to all abilities and offers astounding scenic beauty. The welcoming ski town of Banff is located only 90 minutes from Calgary International Airport. This UNESCO World Heritage Site features 8,000 acres of skiing and riding terrain, 2 gondolas, 26 lifts and 30 feet of light, dry Canadian Rockies powder; all accessible via one lift ticket. This is the land where **Nature Rules**. **Media Contact: Alexandra George, [Media@skibig3.com](mailto:Media@skibig3.com), 403-760-7746. [www.SkiBig3.com](http://www.SkiBig3.com), [www.twitter.com/skibig3com](http://www.twitter.com/skibig3com), [www.facebook.com/SkiBig3](http://www.facebook.com/SkiBig3).**

### **About AltaSnowbird**

Joined at the top by lifts and at the base by a free ski bus, **AltaSnowbird** has offered a shared skiing experience since 2001. AltaSnowbird is consistently recognized in the ski world for numerous “bests,” including the quality of the snow, the variety of terrain, accessibility, value and steepness. AltaSnowbird skiing encompasses 4,700 acres, 1,175 is beginner terrain, 1,755 intermediate and 1,770 advanced. Average seasonal snowfall is 560”. An aerial tram, 18 lifts and a tunnel provide access to world-class skiing just 29 miles from Salt Lake International Airport. The AltaSnowbird community has nine base lodges and 22 restaurants. There are also a number of condominiums and private homes for rent located conveniently on the road between Alta and Snowbird.

**Media Contacts: Connie Marshall, Alta Ski Area [connie@alta.com](mailto:connie@alta.com), 801-799-2263 and Brian Brown, Snowbird Ski & Summer Resort, [bbrown@snowbird.com](mailto:bbrown@snowbird.com), 801-933-2047.**

### **About Aspen Snowmass**

**Aspen Snowmass** includes four mountains - Snowmass, Aspen Mountain, Aspen Highlands and Buttermilk - as well as the award-winning Ski & Snowboard Schools of Aspen Snowmass. The resort boasts more than 5,500 acres of terrain, 40 lifts and over 300 inches of snowfall annually and is home to award-winning terrain parks and world-class events. Aspen Snowmass is accessible by two of the most convenient airports in the mountains – Aspen/Pitkin County Airport (ASE) (three miles from Aspen) and Eagle County Airport (EGE) (70 miles from Aspen). For more information please call 800-525-6200, or visit the company’s website at [www.aspensnowmass.com](http://www.aspensnowmass.com).

**Media Contact: Jeff Hanle [jhanle@aspensnowmass.com](mailto:jhanle@aspensnowmass.com), 970-300-7022**

### **About Jackson Hole**

**Jackson Hole** continues to famously deliver legendary powder snow, 4,139 continuous vertical feet, 2500 acres of beginner, intermediate and expert skiing and snowboarding and a genuine “Last of the Old West” atmosphere. A gateway to the world renowned national parks of Grand Teton and Yellowstone, it’s now easier than ever to get to Jackson Hole with expanded airline service from thirteen major cities across the US and improved terrain to suit all abilities. In a move to continue to broaden the appeal of Jackson Hole Mountain Resort, in December 2012 a new, high speed, four passenger detachable chair opened at mid-mountain. Along with the new Casper Lift,

the Casper intermediate trail network has received extensive summer grooming, expanding and improving this classic blue terrain, bringing a whole new experience to visitors.

[www.jacksonhole.com](http://www.jacksonhole.com). **Media Contact: Anna Cole** [anna.cole@jacksonhole.com](mailto:anna.cole@jacksonhole.com), 307-793-2704

### **About Mammoth Mountain**

**Mammoth Mountain Ski Area** is the leading four-season mountain resort in California. With 1.3 million annual skier visits, Mammoth Mountain is currently the third most frequented ski resort in the United States. The company owns and operates a variety of resort businesses including recreation, hospitality, real estate development, food and beverage and retail. Specific businesses owned and operated by Mammoth Mountain include Mammoth Mountain Ski Area, June Mountain, Tamarack Lodge and Resort, Mammoth Snowmobile Adventures, Mammoth Mountain Bike Park and the Mammoth Mountain Inn. Mammoth Mountain also operates Juniper Springs Resort, the Village Lodge and Sierra Star Golf Course in Mammoth Lakes, California. For more information on Mammoth Mountain, visit [www.MammothMountain.com](http://www.MammothMountain.com) or call 800.MAMMOTH.

**Media Contact: Joani Lynch** [jlynch@mammoth-mtn.com](mailto:jlynch@mammoth-mtn.com), 760-934-0645

### **About Squaw Valley/Alpine Meadows**

Located side-by-side in Lake Tahoe, Calif., together **Squaw Valley** and **Alpine Meadows** offer skiers and riders access to 6,000 skiable acres, 43 lifts and 270+ trails all on one lift ticket or season pass. Host of the 1960 Winter Olympics, Squaw Valley is internationally renowned for legendary terrain that ranges from an expansive mountaintop beginner area to unrivaled expert steps, trees and bowls spanning six mountain peaks. Alpine Meadows' seven powder bowls, summit-to-base groomed slopes, and authentic hospitality are among the many attributes that have made the resort a favorite of the local community and visitors alike. Squaw Valley and Alpine Meadows are proud to announce over \$20 million in capital improvements for the 2012-13 winter season including snowmaking upgrades; a new high-speed, six-passenger chairlift and enhanced High Camp beginner experience; a mile-long terrain park at Alpine Meadows and more. For more information, visit [www.squaw.com](http://www.squaw.com) or [www.skialpine.com](http://www.skialpine.com) or call 1.800.403.0206. **Media Contacts:**

**Melissa Brouse**, [mbrouse@squaw.com](mailto:mbrouse@squaw.com), 530-452-7105

### **About Sun Valley Resort**

Founded in 1936 as America's first destination ski resort, **Sun Valley Resort** in the Idaho mountains is a four-season resort. Perennially ranked "best of" by major international ski, golf and travel media, outdoor adventure enthusiasts enjoy championship-level skiing, snowboarding, skating, hiking, biking, golf, fishing, shooting, concerts, shopping, world-class restaurants, and conference and special event space, ranking Sun Valley above other destination resorts for its array of active pursuits. Sun Valley is a member of the Grand America Hotels and Resorts family. Sister properties include Snowbasin Ski Resort, Grand America Hotel, Little America Hotel

(all Salt Lake City, UT), The Westgate Hotel, San Diego, CA, Little America Flagstaff, AZ, Little America, WY, and Little America, Cheyenne, WY. Sun Valley is served by Hailey's Friedman Memorial Airport (SUN). The airport is located 14 miles from the resort and is easily accessed from the gateway cities of San Francisco (SFO), Seattle (SEA), Los Angeles (LAX), Salt Lake City (SLC), and Denver (DEN). All Sun Valley Resort guests receive complimentary roundtrip airport transportation. For more information about Sun Valley Resort: [www.sunvalley.com](http://www.sunvalley.com) 800.786.8259. **Media Contacts: Jack Sibbach, Sun Valley** [jsibbach@sunvalley.com](mailto:jsibbach@sunvalley.com), 208-622-2183; **Rebecca Cole, Wagstaff Worldwide** [rebecca@wagstaffworldwide.com](mailto:rebecca@wagstaffworldwide.com), 970-429-4182

### **About Whistler Blackcomb**

**Whistler Blackcomb**, the official alpine skiing venue for the 2010 Olympic and Paralympic Winter Games, is situated in the Resort Municipality of Whistler located in the Coast Mountains of British Columbia 125 kilometres (78 miles) from Vancouver, British Columbia. North America's premier four season mountain resort, Whistler and Blackcomb are two side-by-side mountains which combined offer over 200 marked runs, 8,171 acres of terrain, 16 alpine bowls, three glaciers, receives on average over 1,164 centimetres (458 inches) of snow annually, and one of the longest ski seasons in North America. In the summer, Whistler Blackcomb offers a variety of activities, including hiking and biking trails, the Whistler Mountain Bike Park, and sightseeing on the PEAK 2 PEAK Gondola. **Media Contact: Michelle Leroux, [mлерoux@whistlerblackcomb.com](mailto:mлерoux@whistlerblackcomb.com), 604 938 7381**

### **About Thredbo:**

**Thredbo** is Australia's premier alpine resort. Located in the heart of the Australian Alps, only kilometres from the peak of Australia's highest mountain, Thredbo boasts the country's best snow terrain with Australia's highest lifted point (2037m), almost double the vertical fall line of any other Australian resort (672m) and the continent's longest runs. This, combined with a bustling European-style village situated right at the base of the mountain with over 30 bars and restaurants and year-round access for back-country enthusiasts, mountain bikers and outdoor adventurers has cemented Thredbo as Australia's premier alpine destination for over 50 years. To discover more about Australia and Thredbo visit [www.thredbo.com.au](http://www.thredbo.com.au). **Media Contact: Angus Thomson, [angus\\_thomson@thredbo.com.au](mailto:angus_thomson@thredbo.com.au) + 61 414 407 778**

### **About Valle Nevado:**

**Valle Nevado** is South America's foremost ski resort, offering access to the largest amount of terrain and the most modern lift system on the continent. The resort is just 90 minutes from the Santiago International Airport in Chile, located at 10,000 feet high in the spectacular Andes Mountains, the 2nd-highest peaks in the world. An interconnect ticket to neighboring resorts

opens nearly 7,000 total acres of varied terrain, and Valle Nevado offers world-class heliskiing directly from the resort. Valle Nevado guests book half-week or 7-night stays in private condominiums, or all-inclusive packages in one of three modern hotels. The Valle Nevado complex offers guests a complete experience, including boutique shops, six restaurants, a full-service spa and fitness center, cinema, library, bars and lounges, a pub with live music, sports entertainment center, and breathtaking views of the magnificent Andes from every direction. The 2015 season runs from June 26 to Sept. 27. For more information, call toll-free from the US: 1-800-669-0554, or visit [www.vallenevado.com/en](http://www.vallenevado.com/en).

**Media Contact:** Kristina Schreck, [kristina@azurepr.com](mailto:kristina@azurepr.com), (+569) 9128-1378.

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