



**Resort snow reports now available as Internet Podcasts**

TAHOE CITY, Calif. - New Tahoe Company, operators of the Tahoe Truckee News Network and the Lake Tahoe Information Network, recently announced the launch of the Lake Tahoe Snow Report (<http://www.laketahoesnow-report.com>) and SnowCast, a new web audio/podcast service that provides daily snow report podcasts direct from resorts' snowphones, plus lakewide

resort snow conditions, and a weekly recorded snow report overview podcast.

Created by former Squaw Valley Director of Marketing and seven year snow reporter veteran, Eric Brandt, the new offering is taking advantage of new technology and the current sea change in traditional media delivery.

Brandt's company contracts with ski resorts directly to provide the conversion service from their daily recorded snowphone report.

The audio reports are then made available on each resort's individual website and on [laketahoesnowreport.com](http://laketahoesnowreport.com).

Visitors can listen directly via their browser, download the audio file, or subscribe to the podcast via iTunes or a similar directory.

"The snowphone report is perfect content for podcasting," stated Brandt. "Our goal is to bring the resorts' valuable information direct to the user, allowing them to listen when and where they want, and for free."

Podcasting is the process of delivering recorded audio (and now video) content directly to an individual's personal media device (iPod or other player), allowing the user to subscribe to and listen to or view the content on their own schedule -

at home, at the gym, in the car, etc. In most cases, the content is also free. Widespread broadband connectivity, the iPod, and other technology have put the power in the people's hands. These new methods of delivering content are creating a revolutionary change for traditional media.

"The recorded snowphone message provides a unique personality for each resort's daily data and continues to be a cornerstone of any ski resort's daily information distribution," says Brandt, who was up at 5 a.m. every day for the last seven seasons handling the snow report for Squaw Valley.

"Some people call every day. And on a powder day we'd see thousands of calls."

The Lake Tahoe Snow Report is one component of a network of information-related websites and new media services and businesses Brandt's company is developing.

The Lake Tahoe Information Network, a series of websites and other services are designed to provide timely and valuable information to residents and guests via a variety of new media methods.

In addition to podcasts, the sites also provide a series of regional scenic and traffic webcams, daily news coverage, custom regional weather imagery and forecasts, and a shared master regional event calendar.

The Lake Tahoe Snow Report podcast can be accessed online at [www.laketahoesnowreport.com](http://www.laketahoesnowreport.com).



Alpine Meadows Photo

**Alpine's patrol dogs head into 20th year**

TAHOE CITY, Calif. - Arriving at the top of the Sherwood chair is a highlight for many of Alpine Meadows' guests.

To see the patrol dogs' wispy blond tails waving like flags is one of the best greetings one will ever receive.

Not only are the dogs a reliable source of safety for the mountain, but they're also at the top of the list as far as friendly faces go.

This winter marks the 20th year Alpine Meadows has enhanced its safety patrol program with search and rescue dogs.

Trained by their owners (all of whom are members of the resort's professional ski patrol squad) for two years via Alpine Meadows' in-house certification process, the dogs master search techniques, chair lift and snowmobile riding skills, as well as receiving rigorous endurance conditioning.

"The two-year training commitment is well worth the effort," says Jeff Goldstone, Alpine Meadows Ski Patrol Manager.

"Combined with their speed and endurance, the effectiveness of a dog's sense of smell during a search and rescue operation is invaluable," he added.

Aside from the "safety factor" they provide, the Alpine Meadows Patrol Dogs' "cute factor" is off the Richter scale.

This winter, guests can meet them at the top of Summit Six, Lakeview, Scott or Sherwood lifts.

**World Superpipe Qualifier 2 at Boreal**

Boreal's Jibassic Superpipe will be the home to the World Superpipe 2 qualifier, Feb. 11, 2006.

The event will feature a \$5,250 purse, with winners in each discipline taking home \$1,000 for first, \$500 for second and \$250 for third.

First place qualifiers will also receive an invite to the Fourth Annual World Superpipe Championships at Park City Mountain Resort on Mar. 11-12, 2006, where they will compete with 16 of the world's best athletes for a prize purse of \$90,000.

For more information, visit [www.worldsuperpipe.com](http://www.worldsuperpipe.com).

**Bear Valley offers DTL lift tickets**

BEAR VALLEY, Calif. - Skiing and snowboarding at Bear Valley Mountain Resort just got easier, thanks to its new Direct-to-Lift (DTL) Day Pass that allows guests to go straight



from the car to the ski lift, bypassing lines at the ticket window.

This innovative solution allows day lift ticket holders to have the same easy, wait-free experience that is typically enjoyed by season pass holders.

DTL day tickets can be purchased online through Bear Valley's web site. The tickets are made possible through an investment in a wireless infrastructure installed throughout the resort that allows the tickets to be scanned and recognized in real-time right at the lift.

"We're delighted to offer our guests a new service that enhances their experience at Bear Valley Mountain Resort," said Jim Gentling, chief operating officer and general manager, Bear Valley Mountain Resort.

"Bear Valley has a history of innovation, and the new DTL day tickets are one more example of how the resort is constantly evolving and looking for ways to be the most enjoyable, family-friendly resort in Northern California."



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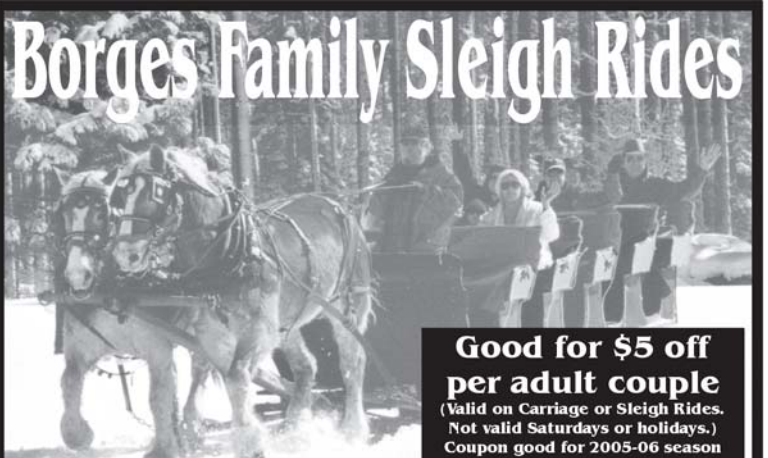
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