

**FOR IMMEDIATE RELEASE**

## **Mountain Reservations and Salomon Offer Free Ski Lift Tickets**

*Promotion offers free lift tickets to more than 30 top resorts, available at more than 1,700 retailers nationwide*

**Salt Lake City, UT—September 28, 2010—** Mountain Reservations and Salomon Sports today announced the launch of their **Free Ski Lift Ticket** promotion at more than 1,700 ski and outdoor sporting goods stores and [www.MountainReservations.com/Free](http://www.MountainReservations.com/Free). The free lift ticket, with a value of up to \$98, is available with the purchase of a ski vacation package to any of more than 30 top resorts including Aspen, Crested Butte, Park City, Vail, Breckenridge, Whistler, Squaw Valley, Deer Valley, Jackson Hole, Park City, Steamboat, Heavenly, Mammoth, Mount Tremblant, Stowe and more.

“Skiers are planning their winter vacations now, and this is a great way for them to ski for free,” said Julian Castelli, CEO of Mountain Reservations.

Mountain Reservations is providing the free tickets as well as an opportunity for participants to win a free luxury vacation to Aspen at the Hotel Jerome. The prize includes four nights lodging, lift tickets, mountain money and lessons. Salomon is providing participants with a chance to win free gear, including a pair of Salomon Shogun skis with high performance bindings. The promotion will be available at participating Salomon USA dealers.

“We are delighted to offer our Salomon customers a chance to use their new gear for free at any of the top ski resorts in the country,” said Mike Dowse, President & GM Amer Sports America.

### **About Mountain Reservations**

Mountain Reservations is a leading provider of ski and mountain vacation packages, as a member of VacationRoost Inc.’s Vacation Home Reservations Network. Since 2001 Mountain Reservations has helped travelers find their perfect mountain getaway by searching, comparing and booking online, or by working with a Destination Expert with extensive local knowledge of the best lodging and activities in top ski resorts like Vail, Aspen, Park City, Whistler and many others. With more than 100,000 vacation rentals in 84 beach and ski destinations across North and South America, VacationRoost.com offers the largest selection of professionally managed vacation homes and condos throughout its network of websites and affiliate partners. Based in Salt Lake City, UT, VacationRoost’s team of experienced travel professionals is committed to making booking a vacation rental just as easy as booking a hotel room online.

### **About Salomon**

Salomon is the mountain sports company and was founded in 1947 in the heart of the French Alps. Since then we’ve been creating innovative products to enhance the performance of athletes. Performance led design is our past. Performance led design is our future.

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