



**CANADIAN
MOUNTAIN HOLIDAYS**

CMH HELI-SKIING / CMH HELI-HIKING



PRESS RELEASE

CMH HELI-SKIING AND K2 SKIS ANNOUNCE GROUNDBREAKING PARTNERSHIP FOR 2009/2010

*New Ski Demo Trips let Heli-Skiers test-run
K2 skis before they even hit market*

New York - July 30, 2009: Two of the ski industry's most innovative companies, CMH Heli-Skiing--the company that introduced heli-skiing to the world--and K2 Skis, known for its cutting-edge ski design, have announced an exciting new partnership for the 2009/2010 ski season.

For the first time ever, CMH Heli-Skiers will be able to ski the pristine powder of the Selkirks, Monashees and Cariboo ranges on the new K2 BackSide skis. The BackSide series is an entirely new category for K2 in 2009-10, designed for those skiers who ski off piste--whether it be just off the side of the trail, a tour into the backcountry or if they're lucky enough, a heli drop to the most remote spots. This category of skis is designed to accommodate any type of binding setup--alpine, telemark or AT--depending on what the skier wants to do, from the most serious alpine touring to big mountain powder-ripping. These skis come in a variety of widths, weights and constructions designed to make the ski experience more fun and exhilarating than ever.



Also new for 2010 will be the first CMH Ski Demo Trips, which will allow guests to test-run and evaluate K2 prototype backcountry skis before they're even released to the skiing world. The seven-day backcountry CMH/K2 Ski Demo Trips will feature Heli-Skiing at the Monashee Lodge, March 13-20, 2010 and Helicopter-Assisted Ski Touring from the Adamants Lodge, April 10-17, 2010. Aside from the "ordinary" thrill of backcountry skiing in some of the world's most pristine powder, CMH Ski Demo guests will also get the rare opportunity to go "behind the scenes" and be a part of the testing and design of the next generation of K2 BackSide skis, to be released in fall of 2010. K2 ski engineers will also be on-hand to gather real-time feedback from Heli-Skiers about the feel and performance of the skis, which will help fine-tune the

prototype design. At the end of the trips, each CMH Ski Demo guest will go home with a certificate for a brand-new pair of K2 skis of their choice.

"We are so excited to be a part of this first-of-its-kind partnership to offer CMH Heli-Skiing guests the unique opportunity to basically design their ideal skis on the mountain," says Marty von Neudegg, Director of CMH Heli-Skiing. "From its very beginning almost 45 years ago when our founder Hans Gmoser brought Heli-Skiing to Canada, CMH has been committed to innovation-and this partnership with K2 is just the latest example of that commitment."

The seven-day ski touring trip to the Adamants, April 10-17, 2010, is priced at CAD\$3,700 per person, based on double occupancy, while the seven-day Heli-Skiing trip in the Monashees, March 13-20, 2010, is priced at \$10,440 per person, based on double occupancy (with a guarantee of 30,500 vertical meters, or more than 100,000 vertical feet!).

For more information and to book, please go to www.cmhski.com/k2 or call 1-800-661-0252.

ABOUT CMH HELI-SKIING

Offering Heli-Adventures since 1965, Canadian Mountain Holidays (CMH) is the oldest and largest Heli-Skiing and Heli-Hiking operator in the world. CMH operates exceptional helicopter adventures from 12 different lodges located in the Bugaboo, Purcell, Selkirk, Kootenay, Monashee, and Cariboo ranges of British Columbia, Canada. Helicopter skiing takes place from December through April, and Heli-Hiking from July into early September.

ABOUT K2 SKIS

K2 has proudly supported the ski world for over 45 years. Our products encourage consumers in more than 60 countries to stop working, stop worrying and head to the hills. The K2 Ski Division is a part of the Seattle-based K2 Sports family, a leading designer, manufacturer and marketer of like-minded winter and summer recreational products. The K2 brand and businesses are world-renowned as leaders in design, production, marketing and sales. For more information on K2's latest ski products, dealers and team activities, please visit: www.K2skis.com.

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