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SKI.COM NAMED THE EXCLUSIVE U.S. TRAVEL PROVIDER FOR CANADIAN MOUNTAIN HOLIDAYS, NOW OFFERS HELI-SKIING IN BRITISH COLUMBIA

Aspen, Colo. – September 21, 2010 – Ski.com, North America’s largest provider of mountain vacations, today announced an exclusive partnership with Canadian Mountain Holidays (CMH), the world’s largest heli-skiing operator. For the first time in their 45-year history, CMH is working directly with a travel provider based in the United States. Through this new relationship, travelers can use Ski.com to book four- to seven-day CMH heli-skiing experiences in British Columbia and also arrange additional vacation components including air, ground transfers and pre- and post-trip stays in destinations such as Banff, Lake Louise, Whistler, Revelstoke, Vancouver and Calgary – all with one phone call.

Ski.com has handpicked a number of its industry-leading Mountain Vacation Specialists to concentrate on the heli-skiing product. Each has been highly trained to work with travelers to determine which heli-skiing trip is best for them.

“Countless skiers and riders have dreamed of going heli-skiing since the first time they saw it in the pages of a magazine or in a movie segment,” said Harry Peisach, Ski.com president and CEO. “We are extremely excited about our relationship with CMH, the founders of heli-skiing, and we look forward to introducing this very unique life experience to our clients.”

“Choosing Ski.com as our exclusive travel provider in the United States was an easy decision for us,” said Marty vonNeudegg, director of corporate services. “CMH and Ski.com both have rich histories spanning decades and both companies’ employees have dedicated their lives to helping skiers and riders quench their thirst for the mountains. Additionally, Ski.com offers vast travel resources including superior airline and lodging contracts, a large, devoted client base and a segment of their sales staff focused on heli-skiing.”

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CMH is the world's largest employer of mountain guides certified by the Association of Canadian Mountain Guides (ACMG) and the International Federation of Mountain Guides Association (IFMGA). The company offers intermediate to expert skiers and riders the choice of eight lodges and three town-based hotels in the Columbia Mountains of British Columbia. Combined, these 11 properties offer access to nearly 10,000 square miles of some of the best terrain in the world via Bell 212 twin-engine helicopters. Bell 407s and 206s are also used for smaller groups, snow safety and special flights.

Each lodge offers private bedrooms, common rooms with fireplaces, a full-service bar, spa with whirlpool, sauna and massage services and fully stocked retail shop. All guests have complimentary access to specially designed powder skis and poles, and receive training in and use of avalanche transceivers. Employed at each lodge are highly-trained head chefs and skilled pastry chefs who deliver gourmet meals using fresh Western Canadian ingredients.

The skiing and riding takes place in the Bugaboos, the birthplace of heli-skiing and world renowned for their dramatic scenery and deep snow; The Monashees, universally regarded as a paradise for those looking for steep and deep powder skiing; The Cariboos, offering the perfect mix of great tree and glacier skiing; and the Selkirks, home of bowls, chutes, tree skiing and wide-open runs. Heli-skiing terrain variety ranges from the mellow for those who wish to learn how to ski powder to the steep and deep for those looking for a more challenging experience.

Through Ski.com, travelers are able to customize a vacation to any of CMH's 11 lodges based on their interests and group dynamic, or simply sign up for one of several specialty weeks. Examples include:

Powder Intro

This specialty week is perfect for strong intermediate skiers and riders on groomed terrain who wish to try heli-skiing. During this week, participants ready to make the transition into off-piste skiing and riding learn how to master the art of floating in deep snow. Prices for this specialty week start at \$5,250 per person*.

Family Trips

CMH's Family Trips are designed for families with 12- to 17-year-old kids.

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Younger children are not able to ski, but are welcome to join the rest of the family at the lodge (supervision required). Families begin the day skiing together, but the kids are able to return to the lodge when they tire. There, they can participate in a variety of fun, supervised indoor and outdoor activities. In the evenings, the CMH chefs cook up grand family dinners, which include special meals for the kids. The five-day trips guarantee adults 71,000 vertical feet of heli-skiing and adult prices start at \$4,535 per person*.

Powder Masters

The Powder Masters program was designed to show people how to enjoy the mountains as they get older. This program emphasizes quality over quantity and a five-day trip starts at \$5,250 per person*.

Steep Week

Steep Week, hosted at the Cariboo Lodge, is designed for skiers and riders looking for the ultimate challenge on some of the steepest skiable terrain in British Columbia. Trips are in late April when the days are longer and the snow conditions are at their best and most stable. Participants must be strong and confident in any terrain, though expert coaching is included. Steep Weeks are limited to nine skiers and riders (split in half) and start at \$9,990 per person*.

Small Group Heli-Skiing

Small Group Heli-Skiing trips, supported by Bell 407 six-passenger helicopters, are perfect for three or four groups of five skiers plus a guide each. The smaller group and smaller helicopter makes for faster runs, quicker lifts and more time on the snow. The guaranteed vertical for a seven-day trip is 100,000 feet. These specialty weeks take place at the Kootenay Lodge (the birthplace of CMH's Small Group programs), The Adamants Lodge, Revelstoke and the Monashees. Prices starts at \$6,292 per person*.

For more information about booking CMH vacations through Ski.com, visit www.ski.com/heli-skiing or call a Ski.com Mountain Vacation Specialist at 800-950-4990.

About Ski.com

Established in 1971 and headquartered in Aspen, Colo., Ski.com is the largest provider of mountain travel in North America. Ski.com is the only travel company specializing in mountain destinations to offer the unsurpassed first-hand knowledge and

experience needed to present travelers the most options at the best value. The company has the largest mountain lodging inventory, offers the most mountain-related package components in the travel industry and customizes complete vacations to more than 100 of the most popular resorts in the United States, Canada, Europe and South America.

About Canadian Mountain Holidays (CMH Heli-Skiing)

Offering heli-adventures since 1965, Canadian Mountain Holidays is the oldest heli-skiing and heli-hiking operator in the world and the largest employer of mountain guides certified by the Association of Canadian Mountain Guides (ACMG) and the International Federation of Mountain Guides Association (IFMGA). From their head office in Banff, Alberta, CMH operates exceptional helicopter adventures from 11 different lodges located in the Bugaboo, Purcell, Selkirk, Kootenay, Monashee, and Cariboo ranges of British Columbia, Canada. Heli-skiing takes place from December through April, and CMH Summer Adventures run from July into early September.

* Prices are subject to availability and changes to the exchange rate.

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