



December 2010

FOR IMMEDIATE RELEASE

Contact: Daniel Hansen at 760.934.0645 or dhansen@mammoth-mtn.com

Snowboarding Grand Prix Returns; *Another Day in Paradise* to Debut; New Team Riders, New Parks and Features

Mammoth Mountain, CA – For the 2010/11 season, Mammoth Mountain's Unbound crew continues their commitment to building the best terrain parks in the world with three pipes, 90+ jibs and 100+ jumps on 90+ acres of California's favorite mountain resort. In addition to \$50,000 in park-specific investments, Unbound has increased their focus on bringing the industry's best freestyle events and programs to Mammoth Mountain.

The Stomping Grounds

As one of the original leaders in terrain park design and progression, Mammoth is excited to announce some new additions to its world-famous Unbound Terrain Parks. To aid in the development and progression of tricks for riders ranging from beginners to seasoned professionals, Mammoth will be opening "The Stomping Grounds." This private park will feature jumps and rails/jibs that range in size allowing the users to progress at their own pace. There will also be two Acrobags in the park, one set up with multiple jump take-offs and one set up with half pipe take-offs. The Stomping Grounds will feature private instructors hanging out in the park providing individualized instruction.

The Art Park

Imagine finding yourself in an art gallery on the snow with art that you not only touch, but you can ride on! That's what you'll find with Mammoth's newest terrain park, the Art Park. These artist-created jib-able features built from snow and steel will be open to the public for viewing or your jibbing pleasure. The first of three Art Parks debuts on December 18, 2010 and will be stocked with features designed in collaboration with AR4T and the JLA Project.

"Snowboarding has always been about creativity, finding your own line. Art is the exact same. That's why cultures like snowboarding, skateboarding and art have always gone hand in hand. The great part about the Art Park is that there are no rules; we can get as creative as we like. The artists can go nuts, Dustin - the person who makes the rails come to life and who is an amazing artist himself - can push the limits, and hopefully the folks who come through the park will have fun and go home inspired, feeling a part of the whole experience" said Torrey Cook, AR4T's curator.

Grand Prix of Snowboarding Returns to Mammoth

A year after hosting one of the most amazing matchups in the sport's history between Shaun White and Danny Davis, Mammoth Mountain is back again to host the 2011 Sprint U.S. Snowboarding Grand Prix, March 2-6, for the second consecutive year and fifth overall. The tour returned to Mammoth last season as a part of Olympic selection after a several year break.

"Mammoth is truly one of the classic Grand Prix venues, having hosted some of the most noteworthy snowboarding contests over the last 15 years," said U.S. Snowboarding's Grand Prix Tour Director Eric Webster. "Mammoth brings not only perfect venues for half pipe and slopestyle, but a veteran staff that knows what it takes to host world class snowboard competitions."

Mammoth Unbound Team Video – “Another Day in Paradise”

Following the success of Mammoth Mountain's team video released in Fall 2009, “Hot Laps”, Mammoth is proud to announce the release of their second team video “Another Day in Paradise.”

“Another Day in Paradise” will feature the Mammoth Unbound Team riding everything from Mammoth's world-famous terrain parks to the endless backcountry terrain surrounding the Mammoth area. The movie marks the second major release in as many years from filmer, director and producer Greg Weaver. Gabe Taylor also provides extensive creative direction for the film project.

100,000+ copies of “Another Day in Paradise” will be distributed free with the Superpark Issue of Snowboarder Magazine on newsstands December 1, 2010. An additional 50,000+ copies of “Another Day in Paradise” will be distributed free in Snowstyle Magazine, Japan's largest snowboard publication.

Mammoth Welcomes John Jackson to the Unbound Team

Mammoth is happy to welcome a few new riders to the best pro team in snowboarding. New this year is John Jackson, a snowboarding powerhouse of progression on the mountain and the winner of the 2010 Transworld Snowboarding's Riders Poll Men's Video Part of the Year (*Forum Forever*) and Men's Rider of the Year and Snowboarder Magazine's #1 Rider of the Year.

Jackson will join an elite team of X-Games champions, Olympians and professionals who consistently push the limits of their sport. The Mammoth Unbound Team snowboarders include: John Jackson, Mason Aguirre, Eddie Wall, Tyler Flanagan, Greg Bretz, Luke Mitrani, Shayne Pospisil, Kimmy Fasani, Gabe Taylor, Lonnie Kauk, Eric Jackson, Jack Mitrani and Danny Kass. Mammoth Unbound Pro Skiers include: Pep Fugas, Kristi Leskinen, Chris Benchetler, Kaya Turски.

North America's Top-Rated Parks and Half Pipes

Mammoth boasts one of the longest terrain park and half pipe seasons as it is often the first to open and the last to close. Consistently ranked among the top pipes in the

world, Mammoth was one of the first resorts to have a 22-foot pipe and is one of the few places in the world with three different sizes of half pipes.

2011 Transworld Snowboarding Reader's Poll

- #1 Half Pipe
- #2 Overall Resort
- #4 Terrain Park

2011 Ski Magazine Resort Rankings

- #1 Terrain Park

2011 Freeskier Magazine Resort Guide

- #2 Terrain Park
- #3 Overall Resort

2011 Outside Magazine Ski and Snowboard Guide

- #1 Terrain Park

The Mammoth Mountain Unbound Terrain Parks lead the industry in innovation and quality with eight parks, three half pipes, two AcroBags, 90+ jibs and 100+ jumps on over 100 acres of California's favorite mountain resort. Using state-of-the-art equipment to provide a progressive environment for all levels, from beginners to a team of 17 professional athletes, the Unbound earns consistent ratings among the top parks of the world. The Mammoth Unbound Terrain Parks are on the forefront of progression with the Stomping Grounds, Mammoth's new Evolution Park complete with soft rails, sequence jumps and dual AcroBags. For more information on the Unbound and Mammoth Mountain Ski Area, visit www.MammothMountain.com or call 800.MAMMOTH.

#####