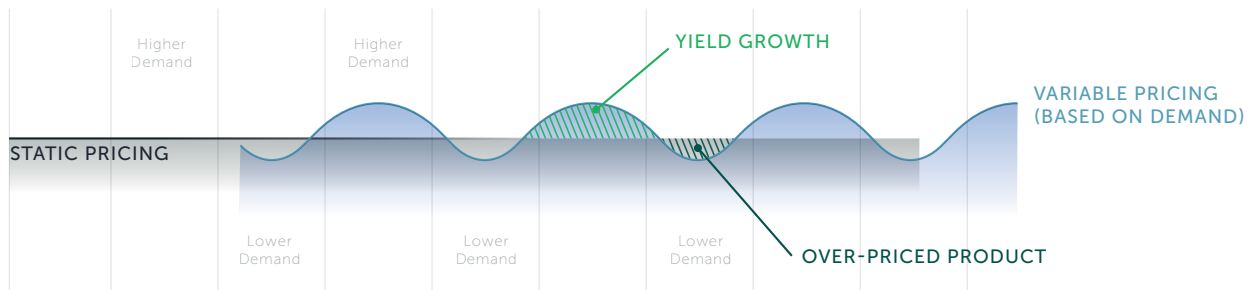




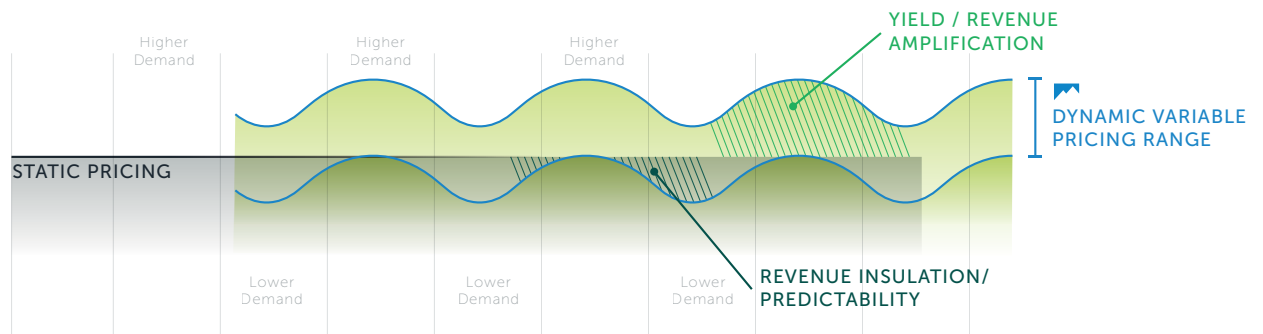
WHY DYNAMIC PRICING IS IMPORTANT IN ADVANCE PURCHASE



Capture the maximum amount of revenue for any given day of skiing

Increased predictability over static pricing

Guarantees more revenue and yield for peak dates



Offer the right price relative to customer commitment

Improved operational predictability over a fixed price strategy

Improved financial predictability over a fixed price strategy

Lets you yield your prices up

