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**FOR IMMEDIATE RELEASE**

## **Smugglers' Notch and *NativeEnergy* announce *SkiCool*<sup>(sm)</sup> program to help fight Global Warming**

Smugglers' Notch, VT - Smugglers' Notch Resort and *NativeEnergy*, a Vermont based company, have partnered to develop a new program called *SkiCool*<sup>(sm)</sup>. Beginning on Saturday, February 21, 2004, *SkiCool*<sup>(sm)</sup> will allow Smugglers' skiers and riders to purchase a Green Pass, Green Badge or Green Lift Ticket for climate neutral skiing and riding at the resort.

Smugglers' and *NativeEnergy* have calculated the amount of carbon dioxide (CO<sub>2</sub>) produced by the energy consumed in a typical ski season to run the lifts, make snow, groom the slopes, and commute to the mountain. To encourage participation and enhance the program's overall impact, Smugglers' has pledged to contribute a 25% match to each customer purchase. CO<sub>2</sub> is the primary contributor to global warming.

"Through *SkiCool*<sup>(sm)</sup>, Smugglers' and *NativeEnergy* are providing skiers and riders the opportunity to "green up" their season pass, bash badge, or day lift ticket," said Mark Delaney, vice president of corporate development. "Green passes, badges, and day lift tickets have been priced to offset the CO<sub>2</sub> produced by the typical amount of ski time associated with each product."

Pricing is just \$.50 for a green lift ticket, \$2 for a green badge, and \$10 for a green pass. These purchases will offset 83 lbs., 400 lbs., or 2,000 lbs. respectively of CO<sub>2</sub> production when Smugglers' match is included. These offset levels were pro-rated on a skier-day basis. The cost of the Green Lift Ticket, Green Badge, and Green Pass is in addition to the Resort's sale price of a lift ticket, Bash Badge or Season Pass. Current pass and badge holders may upgrade to the green version.

The funds collected from participating skiers and riders and the matching funds by Smugglers' Notch Resort go to *NativeEnergy*, which uses the funds to purchase renewable energy credits, also called green tags, on behalf of *SkiCool*<sup>(sm)</sup> participants. Green tags represent the reductions in emissions created when renewable electricity displaces electricity from fossil fuels.

*NativeEnergy*'s novel approach to the green tags market helps finance the development of renewable energy sources such as wind farms located in the Midwest and farm methane generators in the Northeast. *NativeEnergy*'s green tags have been certified by the Climate Neutral Network and have been purchased by the Department of Energy, the Natural Resource Defense Council, the

Vermont Public Service Board, Green Mountain Power, the Dave Matthews Band, Ben & Jerry's, Green Mountain Coffee Roasters, and many others.

"Green passes, badges, and day lift tickets will offset the CO<sub>2</sub> from skiing and riding activities, and car travel to the resort," said Delaney. Renewable energy sources displace electricity from fossil fuels and reduce carbon dioxide pollution from conventional power plants. "Our goal is totally climate neutral skiing and riding at Smugglers' Notch Resort."

Skiers and riders can purchase their Green Pass or Badge on line through links on Smugglers' website ([www.smuggs.com](http://www.smuggs.com)) or by going directly to [www.NativeEnergy.com/smuggs](http://www.NativeEnergy.com/smuggs). Green lift tickets are available at any ticket window at the resort.

For more information call Smugglers' Notch Resort at 802-644-1113, or *NativeEnergy* at 800-924-6826.

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**NativeEnergy** is a Vermont company that enables individuals and businesses to offset their contributions to global warming by helping to finance construction of new renewable generators through its *WindBuilders*, *CoolHome* and *SkiCool*<sup>(sm)</sup> programs. Projects supported by *NativeEnergy* include a biogas generator in Essex Junction, VT and the first Native American-owned large-scale wind turbine. *SkiCool*<sup>(sm)</sup> is a service mark of *NativeEnergy*, LLC. Visit [www.NativeEnergy.com](http://www.NativeEnergy.com) or call (800) 924-6826.