



MEDIA RELEASE

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PERISHER INTRODUCES REVOLUTIONARY NEW 'MYRIDE' LIFT TICKETING SYSTEM

In a move set to radically improve the Australian skiing and snowboarding experience, Australia's favourite ski resort Perisher today announced plans to launch its new 'MyRide' ticketing system in late March which will see guests spending more time riding the mountain.

Using a fully integrated on-line sales platform with RFID (Radio Frequency Identity) technology, the Perisher MyRide initiative will offer skiers and snowboarders the opportunity to buy their lift tickets before they leave home and reload them at the MyRide online store.

Most importantly with MyRide, guests will be able to bypass the ticket office to get 'direct to lift' access meaning more time to experience Perisher's four resort areas.

At the MyRide online store, lesson packages, equipment and clothing hire, plus access to great deals and special offers unique to MyRide Club members will also be available.

By logging onto www.perisher.com.au/myride, guests will also be able to access MyRide Stats which lets them track how much terrain they've covered and how many lifts they've ridden; even comparing these statistics with friends and family. Plus, MyRide Money will allow spending money to be loaded onto lift tickets for retail purchases and conveniences like lunch money for kids.

New automated gates are now being installed across the majority of Perisher's 47 lifts that will scan MyRide lift tickets without the need to display them outside ski jackets, making checking lift tickets quicker.

"Now you'll be able to keep your hands warm and leave your MyRide ticket in your pocket while your ticket is checked. Retain your ticket and reload it at the MyRide online store to skip the ticket office and go direct to the lifts on your next day's skiing. MyRide is set to greatly improve the experience for Perisher's guests," said Peter Brulisauer CEO at Perisher.

Implementing MyRide across Perisher's four resort areas comes with a two million dollar price tag, utilising technology provided by renowned global secure access solution specialists Resort Technology Partners and SKIDATA. The result will see tickets that can be reloaded again and again and the ability for Perisher to be more flexible with products and pricing.

The newly launched MyRide Club will this year replace the successful Perisher Card program, with new innovative products soon to be introduced, the first of which will be a 5-Day Any-Day lift ticket available from April.

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For more information or to speak with Perisher about the new MyRide card, please contact:

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