

## Platinum Package

The platinum package is Fresh Peaks premium package.

This package will provide your resort with the ultimate edge, by promoting and raising your resorts profile in the following ways:

- Exclusive affiliation with Snowworld Productions gives your resort direct access to its target audience
- Production of a promotional video profiling your resort enables your target audience to experience your resort first hand and on an interactive level, 24 hours a day, 7 days a week, 365 days a year
- Receiving your promotional video in multiple formats gives your resort a multi level marketing tool for further marketing and communication opportunities
- A ten (10) page profile "micro-site" custom tailored to your resort doubles to form the basis of your resorts very own online brochure
- Access to all Fresh Peaks rich media channels means your target audience will be able to experience your entire resort at the click of a button
- Link to your resorts website homepage
- Resorts contact details
- Full access to Fresh Peaks communication and marketing tools including online newsletter

## Package at a Glance

### High Definition Movie Player

The ultimate feature of the platinum package. In partnership with your resort we create an informative resort promotional video that lets users experience the wonder of your resort.

- This is professionally shot on HD and edited ready to go live on freshpeaks.com
- It is also available to you to use in-house
- User's can watch your resort movie on the Fresh Peaks website 24/7 then virally send the link to all their friends to show off were they plan to go next
- Gives your resort profile access to Fresh Peaks movie page

### Overview page

Impress users at first glance.

- Prominent positioning of your company logo
- A overall description of your resort
- Image player showcasing your resort through image slideshow

### Resort Facilities

Details your resort full range of available facilities.

- Description of resort village and infrastructure
- Lists all restaurants, cafes, bars, banks, retail outlets and all other facilities featured at your resort
- Map opportunity of resort village
- Image player showcasing your villages features and facilities

### Stats Page

Provides users with informative facts and statistics about your resort.

- Resorts Statistics
- Terrain Statistics
- General Information

<a href="#">Location Page</a>	<p>Fully detailed information on how best to get to your resort.</p> <ul style="list-style-type: none"> <li>• Resort location map including; closest towns, airports, highways and other information</li> <li>• Best access options including; flights, car hire and other options</li> <li>• Travel times</li> <li>• Information on how to get around the resort</li> </ul>
<a href="#">Accommodation Page</a>	<p>Description of the accommodation available to the user.</p> <ul style="list-style-type: none"> <li>• Booking service details</li> <li>• Alphabetically listed accommodation*</li> </ul>
<a href="#">Ski/Ride</a>	<p>Gives the user an insight in to what your resort terrain has to offer.</p> <ul style="list-style-type: none"> <li>• Description of your resort terrain</li> <li>• Image player will help the user feel close to the action and let them see your resorts terrain at its best</li> </ul>
<a href="#">Parks/Pipes</a>	<p>Page dedicated to terrain park and half pipe facilities at your resort which now play a major role in resort terrain.</p> <ul style="list-style-type: none"> <li>• Detailed information of the facilities and commitment to there upkeep</li> <li>• Image player which features most current park and half pipe footage from your resort</li> <li>• Terrain park highlights field</li> </ul>
<a href="#">Lifts/Passes</a>	<p>Provides information on your resorts lift system and lift passes.</p> <ul style="list-style-type: none"> <li>• Description of lift system</li> <li>• Detailed list of lifts</li> <li>• Easy to read table listing lift pass prices</li> <li>• Conditions of passes and currency converter</li> </ul>
<a href="#">Trail Maps</a>	<p>Describes the area and type of terrain of your resort.</p> <ul style="list-style-type: none"> <li>• Downloadable Trail Map of your resort</li> </ul>
<a href="#">Snow School/Hire</a>	<p>Let users know how big your snow programs are.</p> <ul style="list-style-type: none"> <li>• Description about your Snow School</li> <li>• Information on equipment hire</li> <li>• Image player showcasing your Snow School and Kids Program</li> </ul>
<a href="#">Package Price<sup>^</sup></a>	USD 45,000   JPY 4,970, 6900   EUR 30,700

<sup>^</sup> Package Price is based on a one off payment with gold package fee payable annually thereafter. Price subject to currency fluctuation.

\* Individual listings implemented in phase 2