



PRESS RELEASE
FOR IMMEDIATE TRANSMISSION

A STAR IS BORN!

Saint-Sauveur, Wednesday December 16th, 2009 – **A major partnership has recently been established between all six MSS SNOPRKS of the Mont Saint-Sauveur International banner and the popular energy drink ROCKSTAR.**

Star Search

This new association is the perfect union between two companies who share the same vision. Just like Mont Saint-Sauveur International, ROCKSTAR aims to support the future of extreme snow sports and promotes a relationship based on trust with today's youth. ROCKSTAR and MSSI will jointly launch different strategic plans to encourage tomorrow's champions. The campaigns aim to renew enthusiasm for winter sports in today's youth.

“Mont Saint-Sauveur International is very proud to be associated with ROCKSTAR. This is the perfect complement to our snowboarding parks: a dynamic, creative partnership attentive to the latest trends and eager to please today's youth. This new association will allow Mont Saint-Sauveur International to continue to provide a superior quality snow park with high safety standards. «We are looking forward to the reaction of young boarders and skiers when the new image is revealed in the very near future!” added Martin Giroux, marketing director at Mont Saint-Sauveur International.

Nice evolution

Since the inauguration of the MSS SNOPRK in 2002, Mont Avila has seen its traffic increase very rapidly. The high quality modules and structures and the introduction of many forms of season passes for young people have made it a major attraction. As well, the development snow parks at Mont Saint-Sauveur, Ski Morin Heights, Mont Olympia and Ski Mont Gabriel are stepping stones which prepare our young clientele for the larger scaled parks of Mont Avila and Edelweiss. To date, the Mont Avila Snow Park is ranked among the five most beautiful parks in Canada; MSS SNOPRKS are renowned across the country!

The 2009-2010 season is right around the corner at Mont Avila

The official opening of Mont Avila is scheduled for 3:00 P.M., Friday December 18th. With this new partnership, the center's operations and the construction of the park will take place over the course of the following weeks. The excitement for the sport will undoubtedly echo throughout the mountain!

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For more information regarding this new association, to obtain pictures or an interview with Martin Giroux, please contact Julie Labelle at 450 227-4671 extension 3345.

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