



Media Contact: Catherine Boire, (707) 255-5997, cboirepr@aol.com
Public Information: (800) 350-7463, www.basslake.com

COOL TEMPERATURES SIGNAL HOT RATES AT BASS LAKE'S PINES RESORT

BASS LAKE, Calif., February 7, 2008 – The winter season is in full swing in California's Sierra foothills, and that signals the best lodging bargains of the year at one of the region's most popular mountain retreats: The Pines Resort. With exciting seasonal packages and nightly room discounts of up to 35 percent off, now is a great time to enjoy Bass Lake's scenic beauty and recreational pleasures – at a fraction of the regular prices.

Just 14 miles from the South entrance to Yosemite National Park's, The Pines Resort is tucked along the scenic mountain community of Bass Lake. It is a popular stop for those who snowshoe, cross-country ski and build snowmen; nearby, guided snowmobile tours explore pine groves and zip across frozen creeks. A short drive north to Yosemite provides easy access to downhill skiing, snowboarding and snow tube trails at Badger Pass Ski Area, as well as ice skating in view of Half Dome. Those who prefer staying inside stay warm with hot chocolate brewed up in the chalet kitchens and hot tub time in select spa suites.

At night, guests of The Pines retire to inviting mountain view guest rooms, condo-style chalets and luxury suites, many with fireplaces and lake views. Ducey's on the Lake, the resort's signature, waterfront restaurant, now features an expanded menu and is open for breakfast, lunch and dinner all winter long. And, with two new seasonal promotions, The Pines is perfect for families, couples and those looking for winter wonder at a reasonable price.

MOUNTAIN GETAWAYS MADE AFFORDABLE

This winter, there's big value on Bass Lake as The Pines offers deep discounts for Mountain View rooms, Chalets and Suites. Through April 20, bargain hunters will love the low price of Mountain View Rooms, just \$79 per night. Chalets (with full kitchen and living room) start at just \$109 per night for midweek stays (Sunday-Thursday) and \$129 per night on weekends. Upgrade to a waterfront suite, complete with fireplace, and private deck, starting at just \$149 per night midweek and \$179 per night on weekends.

BADGER PASS SKI PACKAGES

The Pines Resort's mountain location is ideal for ski enthusiasts who stay on the shores of Bass Lake by night and tackle the slopes of Yosemite's Badger Pass Ski Area by day. Just 40 scenic miles from the lifts, the resort makes a snowy adventure even more appealing with this season's Badger Pass ski packages.

Packages include a one-night chalet stay at The Pines, plus a pre-packed box lunch. Each guest also receives a Badger Pass lift ticket, all-day downhill ski, cross country ski or snowboard rental, and one complimentary group lesson. In addition, package participants enjoy one session on the Badger Pass snow tube hill – a thrill for both children and adults.

Two package options are available until March 28, 2008. The Couples Midweek Ski Package starts at \$197 per pair, per night, and includes two adult lift tickets. The Family Midweek Ski Package, with two adult lift tickets and two for children under age 12, starts at \$265 per family of four, per night. Package prices are valid for Sunday-Thursday stays at The Pines Resort and Monday-Friday skiing at Badger Pass.

BOOKING INFORMATION

For reservations or more information on winter packages, contact The Pines Resort at call (800) 350-7463 or www.basslake.com.

About The Pines Resort

Overlooking Central California's scenic Bass Lake, The Pines Resort is a year-round destination favorite with couples, families, corporate groups and sightseeing tours. The secluded mountain retreat, just 14 miles from the Southern gate of Yosemite National Park, offers deluxe lodging in waterfront suites and two-story chalets, fine dining and convivial lounges, full-service marina with watersport rentals, retail village and market, private lakefront wedding gazebo, tennis courts, swimming pools, spa and salon services.