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For Immediate Release

SNOW KING RESORT ANNOUNCES
THE SHADY LADY SALOON IS NOW A SMOKE FREE ENVIRONMENT

JACKSON HOLE, WY. – June 1, 2006 – Snow King Resort is proud to announce that the Shady Lady Saloon has become a smoke-free environment. Located off the main lobby of the Snow King Hotel, the Shady Lady is known for their live music, daily drink specials and the local’s favorite, Open Mike Night. Greg Smith, Operations Director of Snow King Resort, is excited to move forward on a plan that has been discussed over time. “We at Snow King feel that the health of our guests and employees are very important and believe that this is a valuable step in promoting smoke free dining and beverage service throughout our operations and hopefully in the Town of Jackson and Teton County.” Other designated smoke free areas at Snow King Resort include the main lobby, restaurant, meeting and convention space, condominiums, Love Ridge Resort Lodges and 75% of our hotel rooms.

Open daily at 2pm, this multi-level lounge has been refreshed in time for the summer season and offers appetizers along with cocktails, wines and spirits.

Located in the heart of Jackson Hole, Wyoming, Snow King Resort offers comfortable western lodging at the Snow King Resort Hotel, adjacent Snow King Condominiums and the luxurious Love Ridge Resort Lodges. Only a few blocks from downtown Jackson, the resort is adjacent to the Bridger-Teton National Forest and offers spectacular mountain views with easy access to the many year-round recreational opportunities available in the area. Snow King Resort is the largest full service year-round resort in Jackson Hole providing a variety of amenities as well as extensive conference and catering facilities. For reservations at Snow King Resort, call 1-800-522-KING (5464). www.snowking.com

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