



Contact: Rick Felde / (503) 534-0800

Date: June 28th, 2007

For Immediate Release

NEW DESIGN FROM SMI COMBINES FLEXIBILITY OF CARRIAGE-MOUNTED SNOWMAKER WITH TOWER'S PRODUCTIVITY

[Midland, MI] -- In a move to give ski resorts greater versatility from their snowmaking equipment, Snow Machines Inc. has announced the introduction of the SMI® Carriage Lift Tower, an innovative design that combines the outstanding production of a tower-mounted unit with the flexibility of carriage-mounted machines. The new tower allows users of the company's carriage-mounted snow guns to easily convert the ground-level designs into elevated units for greater productivity and wider coverage, without losing the ability to relocate the snowmakers to suit the ski area's daily needs.

“The Carriage Lift Tower essentially allows a ski area to get the benefits of two different snowmaker designs from a single machine,” observed SMI President Joe VanderKelen. “Carriage-mounted units deliver the flexibility to quickly relocate equipment to the location where they are needed most on any given day,” he said. “But a tower-mounted design has the ability to cover far more ground from its elevated position. With the new Carriage Lift Tower, snowmaking teams can get the advantages of both, without having to purchase two separate machines.”

SMI's Carriage Lift Tower was developed for ease of setup and use, with a minimum of manpower. The lift section is designed with a hinged base to assist in assembly, and the entire process typically takes an experienced mechanic 1-2 hours, including safety checks.

The Carriage Lift Tower is the latest design in SMI's extensive product line, which includes a broad array of fan guns and snow towers, as well as controls, automation and software. The company has a reputation for durable, high-quality designs that deliver simple and reliable operation under a wide range of temperatures and conditions.

SMI is a global supplier of cutting-edge snowmaking equipment, construction and engineering services. Headquartered in Midland, Michigan, SMI has flourished through over three decades of consistent growth in quality, production and reputation. The company has served over 400 resorts around the world, from simple to very complex designs, and typically has over 30 snowmaking and engineering projects in motion simultaneously. SMI services customers ranging from marginal snow areas like Southern California, New Zealand and the lower Midwest United States to very cold climates such as Northern Canada, Russia and Northern China. For more information go to www.snowmakers.com.

For product information, contact SMI:

Bill Logan, Sales & Marketing Director
1512 N. Rockwell Drive
Midland, MI 48642
Tel: (989) 631-6091
Toll-free: (800) 248-6600
Fax: (989) 631-3162
Email: mail@snowmakers.com

Or visit our web site:

www.snowmakers.com

For editorial assistance, call:

Rick Felde / (503) 534-0800



Photo Captions

Tower photo 2: The SMI® Carriage Lift Tower easily converts ground-level designs into elevated units for greater productivity and wider coverage, without losing the ability to relocate the snowmakers to suit the ski area's daily needs.

Photo 014: Developed for ease of setup and use, the new Carriage Lift Tower is designed with a hinged base to facilitate assembly. The entire process typically takes an experienced mechanic 1-2 hours, including safety checks.