



PRINOTH and SNOW Operating are proud to announce a long-term partnership.

North American Head Quarters, Granby, January 14 2016 - PRINOTH and SNOW Operating are proud to announce their long-term partnership making PRINOTH the official "Grooming Partner" of SNOW's Terrain Based Learning Program. Under this new partnership SNOW Operating will work with PRINOTH on the improvement and development of grooming machines designed specifically for the needs of building and maintaining their Terrain Based Learning features. The scope of the agreement is worldwide for both companies.

More solutions as a result.

"PRINOTH snow groomers are proven worldwide in all aspects of snow moving and shaping. SNOW Operating have chosen to work with our smaller snow groomer NEW HUSKY due to its power, agility and ability to work in the tight spaces they often encounter during their builds. Because of this it makes for a much more efficient use of man and machine hours. PRINOTH snow groomers are the industry leaders not only in the grooming, sculpting and maintaining mountain surface, but they also save you valuable time and money in the process. The Terrain Based Learning program is important to our industry in order to retain first timers and make our industry grow. So if it is important to our industry and our customers, it is also important to PRINOTH", said Dave Hunter, Director of Sales, North America.

"We are super excited to be working with the team of PRINOTH. We've always been fans of their products as well as their commitment to the industry. Their desire to work with us to develop a vehicle that is focused on the beginner experience is a testament to that commitment. We are definitely honoured in their interest in partnering with us to work toward this end", added Joe Hession, CEO for SNOW Operating.

The NEW HUSKY is impressive in every aspect and it is the ideal vehicle to build the concourse of the Terrain Based Learning Program offered by SNOW Operating. With its 170 kW / 228 hp and four-cylinder diesel engine, it is not only the most powerful model in its class; its torque is also 27 percent higher than that of the previous model. The higher torque significantly boosts the vehicle's pushing performance and climbing capabilities. Furthermore, the engine is the first in the world to meet EPA's current cleanest exhaust emission standard for mobile machinery, "Tier 4 final". This means that it reduces nitrogen oxide emissions by 91 percent and particulate emissions by 87.5 percent making this snow groomer as efficient as clean.

About SNOW Operating

SNOW Operating's mission is to help increase the industry conversion rate for new skiers and snowboarders through process-focused design and management services and its industry-acclaimed Terrain Based Learning™ Program. Terrain Based Learning is a proven methodology and comprehensive process redesign that improves guest experience and increases resort's conversion rates for first-time ski and snowboard guests. Our Terrain Based Learning programs are designed guaranteed success and sustained results season after season. For more information visit snowoperating.com.

About PRINOTH

PRINOTH, an international company with a solid track record, is proud to be part of the HTI Group (High Technology Investments). This group of globally competitive high-tech companies is constantly striving to offer innovative products and exceptional service. In PRINOTH's case, its expertise in building snow groomers and other machinery such as tracked utility vehicles has translated into designing the world's cleanest and most efficient fleet.

The group's worldwide presence is based on 63 subsidiaries and 127 sales and service points. Our production locations and offices are found in ten different countries, all centralized to our markets: the Alps (Italy, France, Austria, Switzerland, Germany, Slovakia), Scandinavia (Sweden), USA, Canada, China and India. One of the group main strengths is the workforce with 3,142 employees.

INFOBOX: NEW HUSKY

The NEW HUSKY – the front runner

Features:

- Meets the EPA Tier 4 final standard, the benchmark for the cleanest exhaust emissions
- 170 kW/228 bhp engine
- MTU OM934 – four-cylinder diesel engine
- 87.5 percent less soot particles and 91 percent less nitrogen
- Increased pushing performance and better-quality slope and trail preparation thanks to 27% higher torque
- Modern operating concept with steering wheel, universal joystick and HD display monitor
- Improved ergonomics



- 30 -

For more information

SNOW Operating

Hugh Reynolds, VP Sales and Marketing
201.923.1608

hugh@snowoperating.com
www.snowoperating.com

PRINOTH

Isabelle Doyon, Marketing
450.531.7365

isabelle.doyon@PRINOTH.com
www.PRINOTH.com