

**NEWS RELEASE:
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Livewire Begins Lift Ticket & Kiosk Sales in New England
Self service kiosks will sell discounted lift tickets at specialty ski retail shops

York, PA—January 16, 2004,—Livewire International, Inc. (www.livewirekiosk.com) announced today that it has deployed a network of self service kiosks in the New England area that will sell discounted lift tickets to the top ski resorts in the area. The kiosks will be located in ski shops and other locations that are frequented by skiers. Livewire is best known as the leading self service ticket vendor in the Denver, Colorado area, having sold over \$4M worth of ski lift tickets last season.

Roy Smith, Livewire's President said, *"We are pleased to be able to broaden our success from the Colorado ski market into the New England market. All of the conditions that helped us grow so quickly in Colorado are in place in this market. The resorts want to offer skiers a way to buy tickets ahead of time to skip the long lines at the mountain, and skiers are always looking for ways to spend more time skiing and less time in lines. Many of our mountains are offering their tickets through our system at a discount, which gives skiers an extra reason to buy from the kiosk."*

As of this release, the ski resorts who have signed on to allow their tickets to be sold include **Killington** and **Sugarbush** in Vermont, **Bretton Woods** and **Black Mountain** in New Hampshire, **Shawnee Peak** in Maine, and **Gore Mountain** in New York. The initial kiosks will be located in North Conway, VT at **Joe Jones Ski & Sport**, Rutland, VT at **Great Outdoor Trading**, Glenmont, NY at **Steiner Sports**, and in Worcester MA at **Strand's**. Livewire's web site (www.livewirekiosk.com) always provides the most up to date listing of mountains and outlets so skiers are advised to check there prior to buying.

Additionally, Livewire announced that it is providing **Killington** resort in Killington, VT with a network of self service kiosks that will be placed around Killington's vast seven mountain resort. These kiosks will sell tickets, dispense coupons, cross-promote Killington properties, and provide way-finding for guests. Killington, located in central Vermont, is the largest ski resort in the east and the fifth largest in the United States, generating over 1 million skier visits per season.

Founded in 1998, Livewire specializes in deploying web-enabled self-service kiosks in retail spaces. Livewire's kiosks support e-commerce, virtual inventory, customer service, and transactions to supercharge both retailer ROI and customer satisfaction. Recently, Livewire received "Best Retail Kiosk of 2003" awards from both Kiosk Magazine and trade show KIOSKCOM for its self service ticketing application.

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