

WATERVILLE VALLEY RESORT



FOR IMMEDIATE RELEASE

Waterville Valley Resort Partners with APX Net to Improve Communications for Guests

APX Net's Resort Connect Marketing Partnership Program Brings High-Speed Connections to Remote Mountaintop Ski Area

WATERVILLE VALLEY, N.H., and BERWICK, Maine, Oct. 8, 2015 – Waterville Valley Resort, one of the largest ski areas in New Hampshire, and APX Net, a communications service provider specializing in complex high-speed data networks, announced a unique marketing partnership to bring improved communications to the remote mountaintop ski area.

Under the agreement, APX Net delivered the latest in fiber optics to increase the bandwidth serving Waterville Valley Resort by more than 300 percent. The resort now has access to gigabit Internet connections, which were previously not available to the hard-to-reach location.

Nestled in the heart of the White Mountain National Forest, Waterville Valley Resort is located atop Mount Tecumseh, a 4,000 plus-foot mountain in the Sandwich Range.

"Because we are so remote, building infrastructure is expensive and it's hard to find a partner willing to do it," said Matt Hesser, director of marketing for Waterville Valley Resort. "APX Net's proposal was almost too good to be true."

APX Net is delivering much-needed bandwidth to Waterville Valley Resort under a new program called "Resort Connect," which is targeted to ski area resorts. APX Net's Resort Connect offers high-speed bandwidth with considerable discounts in exchange for on-property and in-room marketing opportunities.

"The folks at APX Net are skiers, so they understand our business," said Hesser. "They came to us and said, 'We want to help you invest in your communications infrastructure and provide outstanding service to your customers.'"

APX Net enables critical connections to more than two dozen point-of-sale terminals located in restaurants, bars, retail shops and ticket booths on the mountain resort property. It also supports Waterville Valley Resort's website, which provides guests with access to information about snow conditions and activities as well as the opportunity to book lodging, buy lift tickets and more.

"Over the years, I have been a guest of the Waterville Valley Resort and I am proud they have chosen APX Net as their communications provider," said Jeff Wood, president of network sales for APX Net. "I am

WATERVILLE VALLEY RESORT



looking forward to a successful partnership with Waterville Valley Resort, which we hope will be the first of many partnerships with ski resorts through the Resort Connect program.”

About Waterville Valley Resort

Waterville Valley was designed and planned specifically as a self-contained four-season resort. Known as New Hampshire’s Family Resort, it features 220 skiable acres with an altitude of 4,004 feet and vertical drop of 2,020 feet, 50 trails, and 11 lifts. Lodging options include country inns, condominiums, and all-suite hotels. For more information, call 1-800-GO-VALLEY or visit www.waterville.com.

About APX Net

Founded in 2001, APX Net is a carrier-agnostic communications service provider specializing in complex, multilocation high-speed data networks. APX Net designs, installs and manages multicarrier fiber-optic networks for customers with bandwidth-intensive needs, such as voice, video and cloud applications. It also offers a single point of contact for customer service and consolidated billing. APX Net’s services are available in the top 20 U.S. metro markets and most Tier 2 and 3 rural markets nationwide through a network of authorized sales representatives. www.APX Net.com