

## **Fresh Track –first ride euphoria**

**DEMÄNOVSKÁ DOLINA (23<sup>rd</sup> January 2014) – The latest offer in the ski resort of Jasná Low Tatras – Fresh Track or fresh run on the slope is tailor-made for all early birds and lovers of untouched, freshly groomed slopes. From Sunday 25<sup>th</sup> January 2014, skiers will have a chance to be the first to enjoy both sides of Mt. Chopok before cable cars start to operate officially.**

A new product in the Tatras, which is quite common in world-class resorts, will have its premiere in Jasná. **Fresh Track will guarantee a very special experience when skiing down on empty slopes from the top of Mt. Chopok between 7:30 and 9:00 a.m.** The price of Fresh Track skiing will include breakfast in the a la carte restaurant Von Roll located at the altitude of 1,670 m and a professional guide. The **Fresh Track product will be available every Saturday and Tuesday**, on the southern and northern side of Mt. Chopok, on slopes number 33a, 1c, 11a, 11 and 1b, according to current snow and weather conditions. Reservations must be made in advance. The luxurious morning skiing for all age categories including delicious breakfast and a professional guide will cost 29 EUR.

**Fresh Track ski passes must be booked at the information centre in the area of Biela Púť until 3:00 p.m. one day in advance at the latest.** For more information please visit: <http://www.jasna.sk/en/activities-and-events/winter/fresh-track-chopok-2004-m-n-m/>.

**The resort of Jasná Low Tatras offers ideal snow conditions, there is 40 – 90 cm of snow and 29 km of slopes with various levels of difficulty on both sides of Mt. Chopok.** For current pictures from the resort of Jasná, please see nonstop live cameras on: <http://www.jasna.sk/hory-a-dovolenka/webkamery/> and cable cars and ski slopes on: <http://www.jasna.sk/lanovky-a-zjazdovky/>.

---

**Tatry mountain resorts, a.s.** is a top subject in the field of tourism in Central and Eastern Europe, which itself or via subsidiaries owns and operates attractive ski resorts and hotels in the area of the Low and High Tatras. These include the resort Jasná Low Tatras and the following hotels: Wellness hotel Grand Jasná, Boutique Hotel Tri studničky, Chalets Záhradky De Luxe and Mountain Hotel Srdiečko. In the High Tatras, TMR owns and operates resorts Tatranská Lomnica, Starý Smokovec and the following hotels: Grandhotel Praha Tatranská Lomnica, Grandhotel Starý Smokovec and hotel FIS Štrbské Pleso. TMR also co-operates the resort Štrbské Pleso and since the winter season 2012/2013 it has been leasing the mountain resort Špindlerův Mlýn in the Czech Republic in cooperation with SMMR, a.s. TMR owns Tatralandia, the largest Slovak water park with all-year operation, which offers a lot of water and other entertainment, a Fun Park, relaxation in a special tropical hall with sea water and accommodation in bungalows and suites of the Holiday Village Tatralandia. TMR also owns and rents hotels Kosodrevina, Liptov and Ski&Fun Záhradky and Bungalows. More than 190 million Euros were invested by the end of 2013 in the above mentioned resorts, which helps increase the standard and visitor turnout in the Tatras. The TMR shares have been traded on three European stock exchanges – in Bratislava, Prague and Warsaw since 2012.