

PRESS RELEASE

For immediate release

Ice Hotel: Lights on ice **OPENING of the SIXTH SEASON**

Sainte-Catherine-de-la-Jacques-Cartier, January 10th, 2006

This Friday is the opening of the Ice Hotel's sixth season with its theme of Lights on Ice! Since its opening, 80 people have spent the night in this cool hotel and 1840 people have come to visit.

« Our production team has done a tremendous job! Stated CEO Jacques Desbois. They worked relentlessly and attained a new level of aesthetic excellence. »

« Sales have reached peaks never previously attained. We have increased sales of overnight stays by 52% as compared to last year at this time» announced Yvon Guérard, VP of Finances. In addition to spending the night, people will be able to visit the Ice Hotel everyday from 10:00 am to midnight until April 2nd.

The Ice Hotel this year will host the second edition of the Arts of Winter Festival. Architecture, painting, and sculpting will provide intricate works of art breath taking to behold.



Just a few hours before opening.

ICE HOTEL'S INAUGURATION

The 6th edition of the Ice Hotel will be inaugurated January 19th, 2006 at 7:00pm during its grand opening festivities. For a modest sum of \$25, people will be able to attend this unforgettable party where they will be mesmerized by fire-eaters, fire works, musical entertainment, and a **very special performance of Water on Mars, the official music group of the Ice Hotel**. This price also consists of a free drink and a Winter Arts Festival season pass which grants you access to the Ice Hotel during our 2006 season. To reserve your place, contact Maryse Cantin at the Ice Hotel: (418) 875-4522, extension 119.

The experience at the Ice Hotel will be all the more magical for visitors if they combine their visit with one of the activities given by our partners: Aventure Inukshuk (Dog sledding), Portneuf Aventure (Snowmobiling), Catshalac (Ice fishing) and Duchesnay (Cross-country skiing, Snow shoeing, Ice skating, etc.).

**From January 6th to April 2nd, 2006; live the Ice Hotel experience.
It is an ephemeral and majestic place to rediscover yearly!**

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