

Vail Resorts Offers Last Year's Epic Price of \$579 for Next Season's Epic Season Pass through April 9 for Unlimited, Unrestricted Skiing at Vail, Beaver Creek, Breckenridge, Keystone, Heavenly and Arapahoe Basin for the 2009-2010 Season

- A \$49 down payment now locks in the guaranteed lowest price (\$579 for adults, \$279 for children) through April 9 for the 2009-2010 Epic Season Pass with the remainder due in the fall

- Colorado and Summit Pass prices and sale details will be announced in early April

BROOMFIELD, Colo., March 11 /PRNewswire-FirstCall/ -- It's an epic price for an Epic Season Pass: Today, Vail Resorts, Inc. (NYSE: MTN) announced that the Epic Season Pass (www.epicpass.com) returns for the 2009-2010 ski and snowboard season with a return to last year's introductory pricing of \$579 for adults and \$279 for children, ages 5-12, for skiing and snowboarding at all five Vail Resorts - Vail, Beaver Creek, Breckenridge, Keystone and Heavenly - as well as at Arapahoe Basin.

"We recognize these are challenging times for many of our guests, but in spite of it all, our guests have reminded us of a very important lesson: that skiing (and snowboarding) is a passion and it's part of who they are and how they connect 10:44 3/11/2009 with their friends and family," said Rob Katz, chief executive officer for Vail Resorts. "Our guests still want to and need to ski and snowboard this season at our five iconic and top-rated resorts (plus at Arapahoe Basin), which is why it's so important that we make it easier for our guests to enjoy another 'Epic' ski or snowboard season next year by rolling back the prices to the 2008-2009 spring prices of \$579 for adults and \$279 for children."

Katz recommends that guests act now since these low prices are only guaranteed through April 9, 2009. To help even further, Vail Resorts is giving guests the option to lock in these 2008-2009 prices with only a \$49 down payment per pass with the remainder of the balance due in September, 2009.

When the Epic Season Pass was first introduced last spring, in March 2008, for \$579 for adults and \$279 for children, Vail Resorts made headlines and created a buzz in the industry with this revolutionary product that offered 17,400 acres of terrain, 128 chairlifts and 722 trails at six resorts - Vail, Beaver Creek, Breckenridge, Keystone, Heavenly and Arapahoe Basin - from opening day in the fall until closing day in the spring, including every holiday in between with no blackout dates.

"The Vail Resorts Epic Season Pass has given our guests the opportunity to ski or ride when they want and how they want," Katz said. "For many of our guests, the Epic Season Pass offered them a new "luxury" - the luxury to take multiple trips to our world-class resorts this year, as well as the luxury to focus on spending time with their friends and family instead of focusing on the price of each individual trip and ski day."

Starting today, Epic Season Passes will go on sale at www.epicpass.com. Colorado and Summit Passes for the Colorado market will be announced in early April.

"Our season pass programs have been a real "win-win," offering our guests a terrific value and our Company incredible guest loyalty," Katz said. "At Vail Resorts our mission is Extraordinary Resorts, Exceptional Experiences. We firmly believe that the Epic Season Pass - and all of our season pass programs - will again provide our guests with the most exceptional value for next ski and snowboard season."

Epic Season Pass purchasers will continue to receive exclusive offers and promotions for lodging, dining, ski rentals, equipment, ski school and special events for the 2009-2010 ski and snowboard season as part of the Epic Pass Club. All Vail Resorts season passes will continue to utilize the new, state-of-the-art Radio Frequency Technology for an "easy scan" process that gives skiers and snowboarders the option to keep their pass zipped inside their jacket while getting "scanned" in lift lines at Vail, Beaver Creek, Breckenridge and Keystone in Colorado and Heavenly in California and Nevada. The Epic Season Pass is non-transferable and non-refundable.

The price of \$579 for adult Epic Season Passes and \$279 for children's Epic Season Passes (ages 5-12) is only guaranteed through April 9. Spring Epic Season Pass sales will continue through May 10. For more information about the Epic Pass or to purchase a \$579 Pass online, visit www.epicpass.com. Epic Season Passes will be on sale today through the end of the ski season at all five Vail Resort locations: Vail, Beaver Creek, Breckenridge and Keystone in Colorado and Heavenly in California/Nevada.

For more information, visit www.epicpass.com or visit www.snow.com to book your trip to visit this spring.

About Vail Resorts

Vail Resorts, Inc., through its subsidiaries, is the leading mountain resort operator in the United States. The Company's subsidiaries operate the mountain resort properties at the Vail, Beaver Creek, Breckenridge and Keystone mountain resorts in Colorado, the Heavenly Ski Resort in the Lake Tahoe area of California and Nevada and the Grand Teton Lodge Company in Jackson Hole, Wyoming. The Company's subsidiary, RockResorts, a luxury resort hotel company, manages casually elegant properties across the United States and the Caribbean. Vail Resorts Development Company is the real estate planning, development and construction subsidiary of Vail Resorts, Inc. Vail Resorts is a publicly held company traded on the New York Stock Exchange (NYSE: MTN). The Vail Resorts company website is www.vailresorts.com and consumer website is www.snow.com.

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