

March 10, 2015

## Vail Resorts Offers Unlimited Skiing and Riding at Vail, Beaver Creek, Breckenridge, Park City and more on the 2015-16 Epic Pass, Now on Sale at \$769

- The Epic Pass provides unlimited skiing and riding at 11 mountains in the U.S. including Vail, Beaver Creek, Breckenridge and Park City
- Lock-in the lowest guaranteed price with \$49 down before April 12 and pay the rest in the fall
- Guests can turn in their day lift tickets this spring and apply the cost towards the price of their pass for next season
- Park City, now on the Epic Pass, will become the largest resort in the U.S. after merging with Canyons Resort this summer

BROOMFIELD, Colo., March 10, 2015 /PRNewswire/ -- The industry's most valuable and best-selling season pass, the [Epic Pass](#), is on sale now with unlimited access to 11 U.S. resorts offering more than 32,000 acres of terrain for the 2015-16 winter ski season. Priced at just \$769 for adults and \$399 for children, the Epic Pass allows skiers and snowboarders to experience iconic U.S. resorts including Vail, Beaver Creek, Breckenridge and Park City all season long. With Park City merging with Canyons Resort over the summer and becoming the largest U.S. ski resort, plus the benefit of \$85 million in resort improvements for guests last season, \$492 million since 2010 and more improvements to come over the summer of 2015, the Epic Pass offers unrivaled services, skiing and snowboarding under one pass.

Skiers and snowboarders can choose to put just \$49 down by Sunday, April 12, to lock in the lowest guaranteed pass price for next season, with the balance due in September. The Epic Pass pays for itself in less than five days of skiing and offers a 35 percent savings compared to lift ticket purchases at the lift ticket window. For guests planning on just one ski vacation, the Epic 4-Day offers four unrestricted days of skiing or snowboarding, valid all season long. At \$389 for adults, the Epic 4-Day pays for itself in just over two days with a 35 percent savings from the lift ticket window.

"The Epic Pass continues to offer the best deal in the ski industry with access to legendary resorts across the country and some of the best skiing and riding in the world," said Kirsten Lynch, chief marketing officer of Vail Resorts. "This is the best time to lock in the lowest price for yourself, friends and family, and experience the benefits of owning a season pass for next ski season. The prices will only go up, but we'll continue to offer unparalleled guest offerings at all of our resorts."

Starting March 10, guests can benefit from the Turn in Your Ticket program this spring, which allows skiers and snowboarders to apply the cost of their day lift ticket towards the price of an Epic season pass for the 2015-16 ski season. Guests can bring their day ticket to a season pass office at any of the Vail Resorts owned mountains and let the staff know they'd like to put the money towards any season pass product.

### Vail Resorts Epic Pass, Epic 7-Day and Epic 4-Day pass information:

**[The Epic Pass™](#) delivers unlimited skiing and snowboarding all season long at 11 U.S. resorts.** With unlimited and unrestricted access, skiers and snowboarders can ski as much as they want at Vail, Beaver Creek, Breckenridge, Keystone and Arapahoe Basin in Colorado; Park City in Utah; Heavenly, Northstar and Kirkwood in Tahoe; Afton Alps in Minnesota and Mt. Brighton in Michigan. The Epic Pass is \$769 for adults and \$399 for children (ages 5-12). The Epic Pass pays for itself in less than five days of skiing or riding and offers a 35 percent discount compared to lift ticket window purchases. With more than 32,000 acres of skiing and snowboarding terrain, this pass can't be beat.

**[Epic 7-Day™](#) pass is great for guests who don't plan to ski more than seven days next winter.** The pass features seven unrestricted days of skiing and riding at Vail, Beaver Creek, Breckenridge, Keystone and Arapahoe Basin in Colorado; Park City in Utah; and Heavenly, Northstar and Kirkwood in Tahoe. The Epic 7-day is \$579 for adults and \$299 for children (ages 5-12). In addition, pass holders will receive seven free days of skiing at Mt. Brighton or Afton Alps. The Epic 7-Day pays for itself in under four days of skiing and riding and provides more than 45 percent savings compared to lift tickets purchased at the lift ticket window next season.

**[Epic 4-Day™](#) pass is optimal for skiers and riders planning on one ski trip next year, but want to save on lift tickets.** The Epic 4-Day provides four unrestricted tickets, valid at Vail, Beaver Creek, Breckenridge, Keystone and Arapahoe Basin in Colorado; Park City in Utah; and Heavenly, Northstar and Kirkwood in Tahoe. The Epic 4-Day is \$389 for adults and \$219 for children (ages 5-12). Epic 4-Day pass holders also receive four free days of skiing at Mt. Brighton or Afton Alps. For just more than \$1,200, a family of four can ski four days of their choosing. The Epic 4-Day pays for itself in over two days of skiing or riding with a 35 percent savings compared to lift tickets purchased at the lift ticket window next year.

### **Season Pass Benefits**

Epic Pass and all Vail Resorts season pass holders will receive exclusive offers on lodging, dining, ski rentals, equipment, ski school and special events for the 2015-16 ski and snowboard season at Vail, Beaver Creek, Breckenridge, Keystone, Park City, Heavenly, Northstar and Kirkwood, as well as Mt. Brighton, Afton Alps and Arapahoe Basin. Season pass holders also automatically receive six discounted Ski-With-a-Friend Tickets, on most passes. All season pass products are non-transferable and non-refundable. Additional season pass benefit information can be found at [www.epicpass.com](http://www.epicpass.com).

### **Season Pass Insurance Option**

[Vail Resorts](http://www.vailresorts.com) encourages guests to purchase pass insurance. All of the Company's season pass products are non-refundable and non-transferable; however, pass insurance covers pass holders in the event of unexpected circumstances including sickness, injury and job loss. Coverage applies for all Epic season passes, valid for the 2015-16 ski season.

Current benefits and prices on Epic season passes are only guaranteed through **Sunday, April 12, 2015**. To purchase a season pass online or to find out more information, please visit [www.epicpass.com](http://www.epicpass.com).

### **About Vail Resorts, Inc. (NYSE: MTN)**

Vail Resorts, Inc., through its subsidiaries, is the leading mountain resort operator in the United States. The Company's subsidiaries operate the mountain resorts of Vail, Beaver Creek, Breckenridge and Keystone in Colorado; Heavenly, Northstar and Kirkwood in the Lake Tahoe area of California and Nevada; Park City and Canyons in Utah; Afton Alps in Minnesota and Mt. Brighton in Michigan; and the Grand Teton Lodge Company in Jackson Hole, Wyoming. The Company's subsidiary, RockResorts, a luxury resort hotel company, manages casually elegant properties. 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](http://www.vailresorts.com) and consumer website is [www.snow.com](http://www.snow.com).

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/vail-resorts-offers-unlimited-skiing-and-riding-at-vail-beaver-creek-breckenridge-park-city-and-more-on-the-2015-16-epic-pass-now-on-sale-at-769-300048458.html>

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