

Vail Resorts Names Doug Lovell Chief Operating Officer and Vice President of Keystone Resort

BROOMFIELD, Colo., Oct 30, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Vail Resorts, Inc. (NYSE: MTN) today announced that Doug Lovell has been promoted to chief operating officer and vice president of Keystone Resort, effective immediately. Lovell will oversee all operations for the resort and will report directly to Blaise Carrig, co-president of the Company's Mountain Division.

"Doug brings more than 15 years of mountain operations and guest services experience from within our Company to Keystone. As head of Keystone's mountain operations for the past three years, Doug has been instrumental in overseeing major capital improvements such as the installation of the new River Run Gondola and skier services facility, and significantly improving upon the guest experience as evidenced in the record guest satisfaction scores Keystone has enjoyed during the past several years. I am confident that with Doug's leadership, we will continue to drive performance and growth for Keystone Resort," said Carrig.

Since 2008, Lovell has been vice president of mountain operations for Keystone, responsible for the resort's operation programs including grooming, guest service, lifts, ski patrol, snowmaking, snow cat and terrain parks, as well as the base area operations. He moved over to Keystone from Beaver Creek in 2007 to become director of mountain operations.

Prior to his positions at Keystone, Lovell had been the director of mountain operations for Beaver Creek since 2005. During his tenure at Beaver Creek, Lovell and his team were instrumental in developing safety and guest services programs that were lauded as among the best in the ski and snowboard industry by the National Ski Areas Association.

Lovell started at Beaver Creek in 1994 and held various operations positions ranging from snowmaker controller, ski patroller and guest services supervisor before being promoted to mountain operations manager at the resort. Prior to joining Beaver Creek, Lovell worked in marketing, sales and also financial planning in Denver, Boston and Loveland, Texas. He holds a bachelor's degree from the University of Nebraska and a master's of business from the University of Colorado. Doug has a wife, Carol, and two children.

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 of 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, Wyo. 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.

SOURCE Vail Resorts, Inc.

<http://www.snow.com>

Copyright (C) 2009 PR Newswire. All rights reserved