

# VAIL RESORTS

Extraordinary Resorts. Exceptional Experiences.

## **MYSNOWTV.COM CREATES AN ON-LINE COMMUNITY FOR SNOWSPORTS ENTHUSIASTS TO SHARE SKIING AND RIDING EXPERIENCES AROUND THE WORLD**

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### **FOR IMMEDIATE RELEASE**

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*-Skiers, snowboarders, industry insiders and amateur videographers are encouraged to post footage*

*-Best clips are eligible to win sports equipment and clothing each week*

BROOMFIELD, Colo. – Feb. 27, 2007 – Vail Resorts, Inc., (NYSE:MTN) announced today that it has launched a beta version of MySnowTV.com, a website dedicated to building an online community of snowsports enthusiasts through user-posted footage of skiing, snowboarding, big powder, terrain parks and winter mountain vacations. Vail Resorts aims to generate excitement and attract new participants to snowsports, a benefit shared across the ski and snowboard industry.

MySnowTV.com features simple, easy to navigate controls. Users can post clips of their experiences at resorts, in terrain parks, or the backcountry to be viewed and commented upon by the community.

While Vail Resorts has launched the site and will continue to manage it, the Company stresses that MySnowTV.com was built to promote the snow sports industry as a whole and its success will depend upon footage from snowsports enthusiasts around the world.

"No other sport plays as well on video as skiing and snowboarding. Building on the success of using video on our own resort websites, we want to give people who have genuine passion for skiing and snowboarding a unique avenue for sharing their experiences and we hope that their enthusiasm is infectious," said Rob Katz, CEO of Vail Resorts.

MySnowTV.com went live to Vail Resorts employees on February 16, 2007 and has already received dozens of postings by individuals from Colorado, Alaska, Texas, Northern and Southern California and Wyoming. Production styles range from shaky helmet cams to sleek vignettes and clip titles such as "*Dan Pedro shreds the gnar!*" and

"*The Texas Freestyle Ski Team*" run the gamut from serious to hilarious.

As an added incentive to post clips, the best video submitted each week through Easter, determined by popularity, will win a \$500 voucher redeemable through GearDirect.com. The first contest will be for all videos submitted through Sunday March 10, 2007. The second contest period will be for all video submitted after March 10, 2007 through March 17, 2007 and so on through Easter Sunday.

In addition to the video component, MySnowTV.com also provides links to popular snowsports sites such as SkiNet.com and TransWorld Snowboarding as well as seasoned winter filmmakers including Matchstick Productions and Teton Gravity Research. Users can also view the daily snow reports of twenty-six Colorado ski resorts.

#### About Vail Resorts

Vail Resorts, Inc. 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 in 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. 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).

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