

Lucy Kay Named Chief Operating Officer Of Breckenridge Ski Resort

Vice President of Marketing for Breckenridge and Keystone Resorts Takes Helm of Most Visited Ski Resort in U.S.

BROOMFIELD, Colo., June 11 -- Vail Resorts, Inc. (NYSE: MTN) announced today that Lucy Kay, most recently vice president of marketing for Breckenridge and Keystone Resorts, will take the reins as chief operating officer of Breckenridge Ski Resort, the most visited ski resort in the country with 1.65 million skier visits this past winter. Kay's appointment as chief operating officer is effective immediately.

Kay has more than 25 years of experience in the mountain resort industry, having spent all of it at three ski resorts in Summit County, Colo. She has served as vice president of marketing for Breckenridge since 1991 and Keystone was added to her oversight in 2003. She directed innovative marketing programs and led collaborative efforts with the local business community that contributed to an increase in destination skier visits at Breckenridge in both the 2005-2006 and 2006-2007 winter seasons. She also engineered a strategic brand campaign to reposition Keystone Resort in the marketplace over the past several years, resulting in an increase in destination skier visits by more than 13 percent in 2006-2007.

"Lucy has played a major role in the success of Breckenridge and Keystone, establishing both resorts as industry leaders in resort rankings, visitation, profitability and reputation," said Rob Katz, chief executive officer of Vail Resorts. "There is no one better suited to lead Breckenridge into the future and continue the momentous growth it has enjoyed over the past decade."

Prior to her position as vice president of marketing, she was director of marketing for Copper Mountain Resort for four years. She began her career in the mountain resort industry as director of personnel for Copper and then moved into public relations and finally, marketing. Kay received her bachelor's of economics from the University of Pittsburgh in 1979, a master's of international management from the American Graduate School of International Management in Arizona in 1982, and her master's of business from the University of Denver in 1995. She has received numerous ski and advertising industry awards for her marketing programs, including a national ADDY Award in 2003 for Breckenridge's winter advertising campaign.

Kay is a board member of the Breckenridge Resort Chamber, and a member of the Breckenridge Economic Development Committee, Colorado Ski Country USA's Marketing Committee and various other Summit County community planning groups.

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/ and consumer website is www.snow.com.

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