

## Switzerland is Now Epic: Vail + Verbier Join Forces

### Now Ski and Ride Vail and Verbier, Switzerland, including Les 4 Vallees, on the Same Pass

BROOMFIELD, Colo., Sept. 6, 2012 /PRNewswire/ -- Vail Resorts, Inc. (NYSE: MTN) announced today an unprecedented partnership with [Verbier](#), Switzerland, that will enhance the already incredible value of Vail Resorts' [Epic Season Pass](#), providing three days of free access to the Verbier ski resort, including [Les 4 Vallees](#), the largest ski area in Switzerland, for new and renewing 2012-2013 Epic Season Pass holders. In addition to unlimited, unrestricted skiing and riding at eight world-class mountain resorts in the United States, Epic Pass holders will now have the opportunity to extend their winter to Europe and experience four additional premier mountain resorts including the illustrious Verbier resort, as well as Nendaz, Veysonnaz and Thyon, Switzerland. The "Four Valleys" ski area boasts breathtaking views of the Rhone Valley and the infamous Matterhorn, and extend to the Valais and Bernese Alps, culminating in the largest ski area in Switzerland.

"Vail Resorts Epic Season Pass holders already receive an incredible experience with unlimited, unrestricted access to Vail Resorts' seven world-class resorts including [Vail](#), [Beaver Creek](#), [Breckenridge](#), [Keystone](#), [Heavenly](#), [Northstar](#) and [Kirkwood](#), as well as [Arapahoe Basin](#), but we wanted to give them even more benefits by offering Epic Season Pass holders three free days of skiing at the legendary [Verbier ski resort, including Les 4 Vallees](#) in Switzerland," said Kirsten Lynch, executive vice president and chief marketing officer for Vail Resorts. "Verbier, including Les 4 Vallees, offers a truly exceptional European ski and snowboard experience featuring the same incredible terrain and outstanding guest service that we provide at our seven world-class resorts. Now, for the 2012-2013 ski season, Vail Resorts Epic Season Pass holders can expand their experience of a lifetime to a European ski vacation and we are thrilled to welcome Verbier pass-holders to our resorts."

Culminating at the top of the Mont-Fort Glacier (10,925 feet), Verbier and the entire Les 4 Vallees ski area is a paradise for all winter sports enthusiasts, from beginner to expert. Offering skiers and snowboarders more than 250 miles of trails and 89 lifts, Les 4 Vallees ski area links the resorts of Verbier; Nendaz; Veysonnaz, home of the Piste de l'Ours World Cup downhill course; and Thyon, renowned as Switzerland's premier freestyle resort. Now, current and new Vail Resorts Epic Pass holders can access all of this terrain for \$679, as well as unlimited, unrestricted skiing at Vail, Beaver Creek, Breckenridge, Keystone, Heavenly, Northstar, Kirkwood and Arapahoe Basin.

"We are very pleased to announce our partnership with Vail Resorts, providing an exceptional added value to both our pass holders and Epic Pass holders alike," said Eric A. Balet, chief executive officer of Televerbier SA. "Our passes provide unparalleled benefits and access to the best skiing in Europe, and now in North America with three days of skiing at the seven world-class mountains of Vail Resorts. We are thrilled to be working together with Vail Resorts to provide our clientele such incredible added value and are excited that our pass holders will benefit as a result of this strong partnership."

Prices on Vail Resorts season passes are guaranteed for a limited time. For more information or to purchase your pass, visit <http://www.epicpass.com>.

#### **Season Pass Benefits**

Access to Verbier and Les 4 Vallees is only provided to Epic Season Pass holders and not holders of other passes offered by Vail Resorts (Epic Local, Tahoe Local, Summit Value and Tahoe Value). In addition to the three days of free skiing at [Verbier and Les 4 Vallees](#), [Epic Pass](#) and all Vail Resorts season pass holders will continue to receive exclusive offers on lodging, dining, ski rentals, equipment, ski school and special events for the 2012-2013 ski and snowboard season at [Vail](#), [Beaver Creek](#), [Breckenridge](#), [Keystone](#), [Heavenly](#), [Northstar](#) and [Kirkwood](#), as well as [Arapahoe Basin](#). All season pass products are non-transferable and non-refundable.

For more information about Verbier, visit: <http://www.verbierbooking.com>.

Find images and more news, for Vail Resorts on our newsroom:

<http://news.vailresorts.com/>. Find broadcast-quality video footage and more photos [here](#), in the 'Verbier' folder. Please credit 'Vail Resorts' and 'verbiersportplus+' for the photos and video, as labeled.

#### **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 resorts of Vail, Beaver Creek, Breckenridge and Keystone in Colorado, and Heavenly, Northstar and Kirkwood 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. 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).

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