

## Vail Resorts Chooses Wind Power For 100% Of Electricity Use - Becomes Second Largest Corporate Wind Power Purchaser In U.S.

### Vail Resorts to provide free lift tickets to guests who purchase wind power for their family's homes

DENVER, COLO. – Aug. 1, 2006 – Vail Resorts Inc. announced today that the Company will offset 100 percent of its energy use by purchasing nearly 152,000 megawatt-hours of wind energy for its five mountain resorts, its lodging properties including RockResorts and Grand Teton Lodge Company, all of its 125 retail locations (operated through Specialty Sports Venture) and its new corporate headquarters in Broomfield, Colo. By purchasing renewable energy credits equal to the Company's entire electricity use, Vail Resorts becomes the second largest purchaser of wind power of all corporations in the United States.

Vail Resorts announced this initiative as part of the Company's ongoing environmental efforts. Vail Resorts' commitment to clean and renewable wind power will avoid over 211 million pounds of carbon dioxide emissions every year, which is equivalent to taking 18,000 cars off the road or planting over 27,000 acres of trees, according to the Environmental Protection Agency.

"Our core mission is to provide extraordinary vacation experiences in spectacular mountain settings," said Rob Katz, chief executive officer of Vail Resorts. "By embracing wind power as a clean and renewable source for 100 percent of our company-wide electricity use, we want to reinforce our commitment to the natural environment in which we operate and be a leader on this critical effort within the travel industry."

Vail Resorts is also asking its employees and guests to join in the Company's renewable energy efforts by launching a Ski With the Wind promotion. Under this new promotion, Vail Resorts is offering a free one-day ski lift ticket, valid at any of its five mountain resorts, to anyone who purchases wind power for their family's residence for one year with Renewable Choice Energy. The Company also announced that each of its executives has personally signed up to purchase wind power for their homes. More details about the Ski With the Wind promotion, including applicable restrictions, and Vail Resorts' wind power purchase program can be found at [www.snow.com](http://www.snow.com).

Vail Resorts will work with Boulder, Colorado-based Renewable Choice Energy as their wind power provider. Renewable Choice Energy is a leading national provider building the market for clean and renewable sources of energy.

Since it is physically impossible to deliver electricity straight from a wind farm to Vail Resorts, renewable energy credits make purchasing wind power possible. Wind energy credits ensure that the amount of electricity Vail Resorts uses is replaced onto the power grid with wind power. Wind farms sell renewable energy credits to better compete with fossil fuels, allowing consumers to choose clean sources of electricity. Vail Resorts' purchase is significantly contributing to the growth of wind power across the United States.

"Renewable Choice Energy is proud to be working with an environmental leader like Vail Resorts to make this landmark wind power purchase possible," said Quayle Hodek, Renewable Choice Energy chief executive officer.

"Vail Resorts' commitment is the second largest corporate purchase of wind power in the country," said Matt Clouse, program director of EPA's Green Power Partnership. "EPA applauds Vail Resorts for their environmental leadership with this green power purchase. We hope their commitment will encourage others in the travel and hospitality industry to also embrace clean, renewable sources of energy that further reduce the risks associated with climate change."

Vail Resorts' long-standing dedication to environmental stewardship includes initiatives in energy and water conservation, water quality management, waste reduction and recycling, air and visual quality, wildlife habitat management, and education and outreach.

#### **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) and consumer website is [www.snow.com](http://www.snow.com).

### **About Renewable Choice Energy**

Based in Boulder, Colo., Renewable Choice Energy ([www.renewablechoice.com](http://www.renewablechoice.com)) is a leading national provider and marketer of wind power. Renewable Choice plays an integral role in connecting wind power producers with the wind power consumer. Renewable Choice Energy is certified to sell wind energy credits anywhere in the United States and has a diverse customer base that includes Fortune 500 companies, retailers, manufacturers, cities, universities and residential consumers. As a pioneer in wind power marketing, Renewable Choice Energy has helped develop many industry standards and best practices, and is the leading supplier to LEED certified green building projects. Renewable Choice Energy does not just serve existing demand for wind power, but actively grows the potential market for wind power with innovative marketing strategies.

### **About the U.S. EPA Green Power Partnership**

The Green Power Partnership ([www.epa.gov/greenpower](http://www.epa.gov/greenpower)) is an EPA voluntary program working to standardize green power procurement as part of best practice environmental management. Partners in the program purchase green power for a specified minimum portion of their electricity needs in return for EPA technical assistance and public recognition. The Green Power Partnership has more than 600 Partners including Fortune 500 companies, government agencies, trade associations and universities – collectively purchasing over 4 billion kilowatt hours of green power annually.

EDITORS NOTE: Wind farm and Vail Resorts b-roll and still photography available upon request. Details about the free lift ticket offer can be found online at [www.snow.com](http://www.snow.com).

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