

Vail Resorts Announces Winter 2011-2012 Season Pass Sales Start Today

\$49 Locks in The Best Deals Now for Winter Ski and Snowboard Vacations with The Epic Pass, Epic 7-Day, New Epic Local Pass, Summit Value Pass and New Tahoe Value Pass

BROOMFIELD, Colo., March 14, 2011 /PRNewswire/ -- Vail Resorts, Inc. (NYSE: MTN) announced today its season pass lineup and kicked-off its spring pass sales period for the 2011-2012 ski and snowboard season.

- [The Epic Pass™](#) is the best season pass deal in the ski industry offering unlimited, unrestricted skiing at Vail, Beaver Creek, Breckenridge, Keystone, Heavenly, Northstar-at-Tahoe and Arapahoe Basin is available for \$649.
- The new [Epic Local Pass™](#) (formerly the Colorado Pass), for \$499, is perfect for locals who can navigate a few more restrictions. The Epic Local Pass offers unlimited and unrestricted skiing or riding at Breckenridge, Keystone and Arapahoe Basin and includes 10 restricted days at Vail or Beaver Creek. New this year, it also includes skiing or riding at Heavenly and Northstar -at-Tahoe, with limited restricted days.
- [Epic 7-Day™](#) is ideal for people who don't plan to ski more than seven days. The Epic 7-Day gives skiers and snowboarders a total of seven unrestricted days of skiing and riding at any one of Vail Resorts' six mountain resorts plus Arapahoe Basin anytime during the season for a price of \$499.
- [Summit Value Pass™](#) is a great option for people who only plan to ski Summit County. The Summit Value Pass is available for \$409 and provides unlimited and unrestricted lift access to Keystone and Arapahoe Basin, as well as access to Breckenridge with limited restrictions. Pass holders can purchase access to Breckenridge on restricted days for \$50 per day.
- New for 2011-2012, [Tahoe Value Pass™](#) available for \$379, offers limited access to Heavenly and Northstar-at-Tahoe with Saturdays excluded at Northstar-at-Tahoe. Pass holders can purchase access to either resort on restricted days for \$50 per day.
- A \$49 down payment now guarantees the lowest price through May 30 with the remainder due in mid-September.

"With the addition of Northstar-at-Tahoe, this year's season pass lineup offers access to the best resorts in Colorado and the best resorts in Lake Tahoe," said Rob Katz, chairman and chief executive officer for Vail Resorts. The Epic Pass, Epic Local Pass, Epic 7-Day, Summit Value Pass and Tahoe Value Pass give skiers and riders the flexibility to choose the best pass option to experience our six iconic resorts next season — all at an 'epic' value."

Following is a guide to help skiers and snowboarders choose the best season pass options for them based on where they live and how much they plan to ski and ride. All passes are available for purchase at www.epicpass.com.

Best Season Passes for Skiers and Snowboarders Planning One or Multiple Ski Vacations

The revolutionary [Epic Pass™](#) provides unlimited, unrestricted access to seven world class resorts including Vail, Beaver Creek, Breckenridge, Keystone, Heavenly and Northstar-at-Tahoe — as well as at Arapahoe Basin \$649 for adults and \$329 for children (ages 5 to 12) and is available to purchase on www.epicpass.com. The [Epic Pass™](#) is a great option for skiers and snowboarders planning vacations over holidays or any skier or snowboarder who wants to have an unlimited and unrestricted ski and ride season.

[Epic 7-Day™](#) is perfect for people who don't plan to ski more than seven days. The Epic 7-Day gives skiers and snowboarders a total of seven unrestricted days of skiing and riding at any one of Vail Resorts' six mountain resorts plus Arapahoe Basin anytime during the season for a price of \$499.

Best Season Pass Options for Colorado Skiers and Snowboarders: Your Colorado Pass Is Now Epic

[Epic Local Pass™](#) (formerly known as the Colorado Pass) for \$499, is perfect for Colorado locals who can navigate a more restrictive pass. However, new this year, the pass is now available to purchase online at www.epicpass.com. The Epic Local Pass offers unlimited skiing or riding at Breckenridge, Keystone and Arapahoe Basin and includes 10 restricted days at Vail or Beaver Creek. New this year, it also includes skiing or riding at Heavenly and Northstar-at-Tahoe with limited restricted days.

[Summit Value Pass™](#) is a great option for people who only plan to ski Summit County. The Summit Value Pass is available for \$409 and provides unlimited and unrestricted lift access to Keystone and Arapahoe Basin and access with limited restrictions at Breckenridge. Pass holders can purchase access to Breckenridge on restricted days for \$50 per day.

Best Season Pass Options for Lake Tahoe Skiers and Snowboarders: Your Favorite Tahoe Pass Just Got Epic

The [Epic Local Pass](#) for \$499, is perfect for California locals who can navigate a more restrictive pass. However, new this year, the pass is now available to purchase online at www.epicpass.com. The Epic Local Pass offers unlimited skiing or riding at Breckenridge, Keystone and Arapahoe Basin and includes 10 restricted days at Vail or Beaver Creek. New this year, it also includes skiing or riding at Heavenly and Northstar-at-Tahoe, with limited restricted days. The Epic Local Pass is also the best option for former Heavenly/Northstar and Double Whammy Limited pass holders.

[Tahoe Value Pass](#) for \$379 is ideal for people who plan to ski Heavenly and want limited access to Northstar-at-Tahoe. The Tahoe Value Pass offers limited access to Heavenly and Northstar-at-Tahoe and excludes Saturdays during the season at Northstar-at-Tahoe. Pass holders can purchase access to either resort on restricted days for \$50 per day. The Tahoe Value Pass is also a great option for former Double Whammy Value, Heavenly and Northstar-only pass holders.

Prices on all pass products are guaranteed through May 30, 2011, and are available to purchase on www.epicpass.com starting today, March 14, 2011.

Skiers and riders should lock in their pass for next year now, as these prices are only guaranteed through May 30, 2011. Vail Resorts is giving guests the option to lock in these prices with a \$49 down payment now and the remainder of the balance due in mid-September 2011.

Season Pass Insurance Option

Vail Resorts encourages its guests to purchase pass insurance. All of its pass products are non-refundable. However, pass insurance covers pass holders in the event of unexpected events including sickness, injuries and job loss. Pass insurance is \$20 for adults and \$10 for children (ages 5-12). Coverage applies for all season passes and the Epic 7-Day valid for the 2011-2012 ski and snowboard season. For more information visit www.epicpass.com.

Special Pass holder Benefits

The Epic Season Pass, Epic 7-Day, Epic Local Pass, Summit Value Pass and Tahoe Value Pass purchasers will receive exclusive offers and promotions on lodging, dining, ski rentals, equipment, ski school and special events for the 2011-2012 ski and snowboard season.

Skiers and snowboarders who purchase their passes this spring will also receive special benefits for this summer 2011, including access for sightseeing and gondola rides. All season pass products are non-transferable and non-refundable.

For more information about Vail Resorts season passes or to purchase a pass online, visit www.epicpass.com.

For more information, visit www.epicpass.com or visit www.snow.com to book your trip to visit this spring.

For broadcast-quality video footage and more photos, visit: <http://public.me.com/vail.resorts>. Please credit Vail Resorts for the photos and video.

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, and the Heavenly Ski Resort and Northstar -at-Tahoe Resort 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 across the United States and in 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.

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