

Vail Resorts Unveils New Mountain Dining Initiatives Focusing on Quality and Value at All Five Resorts for the Upcoming Season

- **New signature burgers and the Epic Mountain Burger**
- **New 'Lunch for Less' Value Meal at \$9.95**
- **New Pre-Pay 'Mountain Meal Card' with 20-Percent Added Value**
- **New 'Appetite for Life' Menu Additions**
- **'Celebrate With Us' and 'Family Friendly' Fine Dining Offers**

BROOMFIELD, Colo., Sept 03, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Today Vail Resorts, Inc., (NYSE: MTN) announced a broad array of new mountain dining initiatives designed to offer the highest quality food combined with some great values for skiers and riders at Vail, Beaver Creek, Breckenridge, Keystone and Heavenly this season.

One of the most popular items served at Vail Resorts' restaurants, the hamburger, has undergone a complete "renovation" for the 2009-2010 winter season. On-mountain restaurants at the five mountains of Vail Resorts will serve up a burger that features a freshly baked bun from Denver's Harvest Moon Bakery, a fresh, Angus quarter-pound patty with lettuce, tomato, onion, pickle, organic white cheddar cheese and a special signature sauce. This "best in class" burger will be offered at last year's prices. For those who spend their mornings racking up a lot of vertical on the slopes, the Company is introducing the "Epic Mountain Burger", which will have all the same fresh ingredients of the core burger with two quarter pound patties instead of one. All guests will notice a dramatic improvement in the quality of the burgers offered across the resorts.

"Vail Resorts has been focused on providing good food on a grand scale as part of our Appetite for Life program and we recognized that in addition to expanding the high quality, healthy food options at our resorts, we also want to offer greater value for guests who dine at all of our owned and operated restaurants," said Rob Katz, chairman and chief executive officer of Vail Resorts. "We have a number of terrific new offerings this season including re-creating a classic, the burger, plus a healthy dessert option and we've created some new products that offer more value for skiers and riders who refuel on our mountains."

"Lunch for Less" is a new value meal that will be offered across all five resorts for \$9.95 and it will include an entree, side dish and a beverage. The Lunch for Less meal will vary from day to day and from resort to resort but may include a wrap and soup one day or a pasta and salad the next. It's the perfect way to refuel on the slopes and experience a variety of menu offerings over a multi-day visit.

For the first time, guests who visit Vail, Beaver Creek, Breckenridge, Keystone or Heavenly can take advantage of a convenient new pre-paid Mountain Meal Card which will offer added value by providing an extra 20-percent dollar value based upon the amount purchased. The 20-percent added value will only be available to those who pre-purchase the meal card online prior to arrival at the resort. For guests who purchase the Mountain Meal Card at the resort, the card value will be for the exact dollar amount loaded. The Mountain Meal Card will be accepted at all on-mountain venues and all Vail Resorts owned and operated fine dining facilities at each of the five mountain resorts.

Two seasons ago, Vail Resorts' "Appetite for Life" program brought healthy, all-natural food to a lunch scene once known for chili-cheese fries. New signature items available this season include an organic yogurt parfait served with granola and fruit and a grab-and-go lunch made of natural and organic products. Each item offered under the Appetite for Life program will be identified with an "AFL" sticker. Additionally, new for the 2009-2010 winter season, gluten-free items on the menu will also be identified with a special "GF" designation in addition to the AFL sticker logo, providing food options to meet most dietary needs.

In addition to the convenient on mountain daytime dining locations which provide hearty or quick lunches for winter enthusiasts, Vail Resorts' mountains are known for their fine dining establishments. This season, the fine dine restaurants are offering new celebratory and family-friendly options that will be attractive to guests. "Celebrate With Us" invites guests to celebrate birthdays, anniversaries or that special occasion in one of our spectacular fine dining restaurants. The offer includes a complimentary beverage or dessert with their meal. The "Family Friendly" offer is designed to make dining with the kids more affordable and will include specials such as kid-friendly menu items that are reasonably priced. Offers will vary by restaurant but each fine dining establishment will feature a Celebrate With Us and a Family Friendly offer.

For additional details on all of these new products and services, please visit www.snow.com.

Vail Resorts, Inc. is the leading mountain resort operator in the United States. The Company's subsidiaries operate the mountain resort properties at the Vail, Beaver Creek, Breckenridge and Keystone mountain resorts in Colorado, the Heavenly Ski 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.

SOURCE Vail Resorts, Inc.

<http://www.snow.com>

Copyright (C) 2009 PR Newswire. All rights reserved