

## **Vail Resorts Unveils a Revolutionary Season Pass Giving Skiers and Snowboarders Unlimited, Unrestricted Skiing at Vail, Beaver Creek, Breckenridge, Keystone and Heavenly**

**- The Epic Season Pass will be offered at an initial price of \$579 for adults and \$279 for children and is available for online purchases at [www.epicpass.com](http://www.epicpass.com)**

BROOMFIELD, Colo., March 18, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Most skiers and snowboarders dream of an 'epic' season. Now, Vail Resorts, Inc. (NYSE: MTN) is making that dream a reality with the Epic Season Pass, a new unlimited, unrestricted season pass that's valid for the entire 2008-2009 ski and snowboard season at five of the top-rated resorts in the world: Vail, Beaver Creek, Breckenridge, Keystone and Heavenly, all for an initial price of only \$579.

"Vail Resorts' new Epic Season Pass is a groundbreaking initiative that will completely change how our guests experience their ski and snowboard vacations," said Rob Katz, chief executive officer of Vail Resorts. "The word 'epic' is defined in the Webster's dictionary as 'extending beyond the usual or ordinary especially in size or scope.' The Epic Season Pass does exactly that. It offers an epic amount of skiing and riding across five world-class mountain resorts with 17,400 acres of terrain, 128 chairlifts and 722 trails, for each moment of our season from the day we open in November until we close in April, including every holiday in between. No one will be able to out-ski this pass. And at a price of \$579, we have made this experience a reality for our guests.

"We designed the new Epic Season Pass program to reward our most loyal guests and to bring greater excitement to the sports of skiing and snowboarding," Katz added. "Vail Resorts' new Epic Season Pass gives our guests the opportunity to ski or ride when they want, how they want. They can visit for a week-long vacation during the holidays and then decide later in the season to return for an extended weekend getaway or even to book a last-minute trip after hearing about one of Colorado's or Tahoe's epic snowfalls. They can ski all day or just for an hour. In essence, we're taking the thought out and putting more fun into a ski vacation."

According to Katz, Vail Resorts modeled the Epic Season Pass on the very successful Colorado and Summit pass programs offered on-site in the Colorado market and the Heavenly Pass program offered on-site in the Tahoe and San Francisco markets. "These programs have been a real 'win-win,' offering our guests a terrific value and our Company incredible guest loyalty," he said. "In designing the Epic Season Pass, we removed the key limitations and restrictions and are offering it for sale online, better tailoring it for all of our guests from around the world. At Vail Resorts our mission is Extraordinary Resorts, Exceptional Experiences. The Epic Season Pass is designed to provide our guests with exceptional experiences, all season long."

In addition to the incredible ski and ride benefits, purchasers of the Epic Season Pass will be part of a special group that will receive exclusive offers and promotions for lodging, dining, ski rental and ski school. When guests see the Epic Season Pass they will quickly identify its unique, one-of-a-kind design, a distinctive sign of belonging to a very special group.

The Epic Season Pass is priced initially at \$579 for adults and \$279 for children ages 5-12. The Epic Season Pass will be valid for the 2008-2009 ski season and will only be available for purchase through Nov. 15, 2008. The Epic Season Pass will earn points in the Company's PEAKS loyalty programs and is non-transferable and non-refundable.

For more information or to purchase a \$579 Epic Season Pass online, visit <http://www.epicpass.com>.

### About Vail Resorts

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 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 <http://www.vailresorts.com> and consumer website is <http://www.snow.com>.

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