

VAIL RESORTS CONTINUE EPIC MOMENTUM to HIGHLIGHT 2019

BROOMFIELD, CO – Vail Resorts' industry-leading season Epic Pass is prominent again this season, providing skiers and snowboarders with not only one of the best values in the industry, but also with worldwide access.

The Epic Pass offers unlimited, unrestricted access to 19 mountain resorts plus additional access to 46 more, including 20 new mountains for this 2018-19 season. With an Epic Pass, you can discover 65 of the world's premier resorts throughout the United States, Canada, Australia, Japan, France, Switzerland, Italy and Austria.

Epic Pass holders enjoy unlimited, unrestricted access to Vail, Beaver Creek, Breckenridge, Keystone, Crested Butte and Arapahoe Basin in Colorado; Park City in Utah; Heavenly, Northstar and Kirkwood at Lake Tahoe; Stowe and Okemo in Vermont; Mount Sunapee in New Hampshire; Stevens Pass in Washington; Afton Alps in Minnesota; Mt. Brighton in Michigan; Wilmot Mountain in Wisconsin; Whistler Blackcomb in Canada; and Perisher in Australia for the 2019 season.

New for the 2018-19 season, Epic Pass holders will also receive seven days of skiing or snowboarding with no blackout dates at both Telluride in Colorado and at Resorts of the Canadian Rockies, which are Fernie Alpine Resort, Kicking Horse Mountain Resort and Kimberley Alpine Resort in British Columbia; Nakiska in Alberta; and Mont-Sainte Anne and Stoneham in Quebec.

Emma: A Digital Mountain Assistant at Your Fingertips

Vail Resorts has also introduced Emma, the Epic Mountain Assistant and the world's first digital mountain assistant to help guide guests visiting participating Vail Resorts locations. Using artificial intelligence and natural language processing, Emma has the ability to answer a wide range of guests' questions in real time about their vacation via SMS text.

Emma demonstrates Vail Resorts' commitment to providing its guests with the best possible experience as on-demand information, such as weather and grooming conditions. From the early planning stages to arrival and all the way through departure, Emma offers guests an unprecedented breadth of information tailored to each resort. Emma debuted for the 2018-19 winter season at Vail, Beaver Creek, Breckenridge and Keystone in Colorado; Park City in Utah; Heavenly, Northstar and Kirkwood in Tahoe; and Whistler Blackcomb in British Columbia, Canada. As Emma evolves, she will be able to support summer at the resorts as well. More info can be found at www.EmmasEpic.com

VAIL

Vail Receives Snowmaking Upgrade

Vail Mountain installed 10 large-capacity, low-energy fan guns on the Born Free trail for this winter. The snowmaking system on Vail Mountain also received upgrades to pumps and pump control. Both upgrades will increase snowmaking productivity and set the mountain up for additional upgrades in the future.

Colo. Ski & Snowboard Museum Re-Opens

The Colorado Ski & Snowboard Museum, located in Vail Village, has reopened after a year-long, \$2.6 million renovation. The newly renovated museum features six exhibit bays, a theater and three state-of-the-art interactive touch screen exhibits that allow visitors to dig deeper into Colorado snowsports history.

Vail Mountain Goes Strawless

Last summer, Vail Resorts announced the Company will aggressively pursue a comprehensive sustainability commitment, called "Commitment to Zero." This ambitious undertaking commits to zero net emissions by 2030, zero waste to landfill by 2030 and zero net operating impact to forests and habitat. Vail Mountain has eliminated the use of straws at all on-mountain dining facilities in an effort to aid the goal.

BEAVER CREEK

NEW Beaver Creek's Haymeadow Park Learning Area: Adventure. Family. Learning

Following the debut of Red Buffalo Park during the 2017-18 season, Beaver Creek Resort is building on its reputation as the world's best luxury family resort when they opened a second signature learning area this season. With the re-imagined Haymeadow Park, Beaver Creek will have one of the most dedicated learning terrains in the state of Colorado.

At the heart of Haymeadow Park is a beginner gondola and lift, Haymeadow Express Gondola and Highlands Lift, plus there are adjacent magic carpets designed for beginner skiers and riders of all ages. Beaver Creek's innovative learning terrain is designed around creating the most enjoyable beginner experience with snow terrain features perfectly sculpted to ensure a guests' first skiing and riding experience is positive. Terrain improvements include a learning area with small terrain features, a beginner racecourse, Buffalo Bumps and Berms and SKE-Cology environmental learning.

Haymeadow Park amenities also include culinary delights such as the new Ice Cream

Parlour located at the The Ranch, offering nostalgic ice cream novelties or a quick soup and sandwich lunch. An exclusive specialty kid-designed restaurant lunch area is also provided at The Ranch for kids enrolled in Ski School. For more discerning palates, guests can enjoy gourmet, ski-in lunch service at SaddleRidge Restaurant, renowned for its gourmet Colorado regional cuisine.

Willy the Mountain Safety Dog

Beaver Creek's newest ambassador cannot give you directions or carry your skis. However, if you stop by and shake his paw, he will share some safety tips on the mountain. Willy, Beaver Creek's first-ever Mountain Safety dog, will be accompanying Beaver Creek's Mountain Safety team to spread the word about safety on the hill. While Willy is not a certified avalanche rescue dog, he and his handler, Mark Carll, have an equally important mission of educating Beaver Creek guests about safely skiing and riding in the mountains. Willy, a golden retriever, joined the Beaver Creek team in the summer of 2018, and is most definitely the cutest new member of the team. Be sure to follow Willy's travels around Beaver Creek this winter using the hashtag #WillyBeSafe

BRECKENRIDGE

Ski-In, Ski-Out Mountain Town

Breckenridge, affectionately known as "Breck," offers a serious dose of high alpine adventure, natural beauty and ski town charm. With an abundance of slopeside lodging accommodations, ski-to-town trails and the BreckConnect Gondola, the connection between mountain and town is seamless. It is as if the entire town of Breck is practically ski-in, ski-out. In town, visitors can roam one of Colorado's largest historic districts, which is dotted with hundreds of shops, a creative culinary scene, bars offering innovative libations and venues and a new and thriving arts district.

Elevation, Elevation, Elevation!

Thanks to a base elevation of 9,600 feet above sea-level, including the highest chairlift in North America, the Imperial Express, Breckenridge is once again this winter blessed with plentiful snowfall and traditionally one of the longest ski seasons of any major resort in the country.

Breck's high elevation and cooler temperatures combine to provide ideal conditions and the perfect environment to capture and hold onto snow well into late-April. Yet, to be on the safe side, for this season more than 50 snow guns were upgraded on Breck's Peak 9 with new, high-efficiency ones, to make more snow, more quickly, using less energy.

KEYSTONE

Keystone's Mountain of Youth

At Keystone Resort, kids have no age limit. It is a place where play is the root of all good and play is for everyone. Keystone is a family playground where kids of all ages can discover the magic of playing in the mountains. Located in Summit County, Colo., and just 75 miles west of Denver, the resort boasts more than 3,000 acres of skiable terrain, including three incredible peaks, five above-tree-line bowls, night skiing and an in-bounds cat skiing program.

Kids Ski Free Makes Keystone the Place to Be

Easy on the wallet and easy on the rules, Keystone's long-standing Kids Ski Free offer has been providing kids with free lift tickets since 2012. Every day, all season long, kids 12 and younger ski free at Keystone with no blackout dates when their family books just two or more nights through Keystone Resort. Lodging accommodation options span from affordable hotel rooms to family-sized condominiums.

Kidtopia: Free Family Programming Offered Every Day of the Season

Keystone's Kidtopia takes kidding around seriously, offering free activities and experiences on and off the snow every day of the week throughout the entire season. From Opening Day through Closing Day, families have continued options in addition to skiing and snowboarding to connect and create life-long memories. The Kidtopia lineup is free and includes activities such as the village parade and fireworks, family game nights, hands-on-learning activities, ice cream parties and meeting Keystone's Ski Patrol rescue dogs.

The Kidtopia Culinary Festival, Feb. 9-17, features a savory lineup tailored to the youngest of foodies.

The Kidtopia Music Experience, March 1-10, begins the spring skiing and snowboarding season with music-themed fun including the Snow Pants Dance Party, a live outdoor music performance by popular family-friendly acts.

Ski Tip Lodge

Founded as stagecoach stop in the 1800s, Ski Tip Lodge is one of the most historical buildings in the ski industry today. This past summer, Ski Tip Lodge underwent a refresh to its rooms and interior design to elevate the experience to match the level of service and quality of the restaurant while still keeping the charm and history of its past.

PARK CITY

The Largest Resort in the United States

Park City Mountain Resort and Canyons Resort combined in the summer of 2015 to create the largest single ski and snowboard resort in the United States. With 7,300 acres of terrain, over 350 trails, 41 lifts, 8 terrain parks, one super pipe and one mini pipe, Park City Mountain offers endless adventures for every level of skier or snowboarder to enjoy.

NEW High Meadow Park Beginner Area

For the 2018-19 winter season, the new High Meadow Park at Canyons Village offers guests a dedicated learning area designed exclusively for beginner skiers. A new high-speed, four-passenger lift increased uphill capacity by 50 percent and shortened overall ride time by 70 percent. Additional snowmaking throughout the area further ensures guests ideal snow surface conditions for learning. High Meadow Park also features three new adventure trails and a Candy Cabin that beckons guests to savor a sweet treat and chocolates during a rest break.

NEW Mid-Mountain Lodge Transformation

New for this season, Park City Mountain's iconic Mid-Mountain Lodge will undergo a transformative interior renovation. The remodel will feature a new interior design and a full-service bar while preserving the historic nature of the 120-plus-year-old historic miners' boarding house. Mid Mountain Lodge is one of 16 unique on-mountain restaurants located at Park City Mountain.

NEW Winter Improvements: Beginner Ski and Snowboard Area at the Park City Base

Park City Mountain is committed to providing an excellent experience for every level of skier or snowboarder. This past summer, Park City Mountain installed a new, enclosed surface lift and a new designated beginner trail to serve entry-level skiers and snowboarders at the Park City Base Area. The new area provides a comfortable and spacious learning area for those just starting to ski or ride.

NORTHSTAR

Northstar Traditions

Every afternoon skiers and snowboarders gather off East Ridge Run for a complimentary glass of bubbly or sparkling cider and tst to the mountains, Lake Tahoe, and friends and family.

After ski school gets out each day, S'mores Ambassadors descend upon the Village carrying silver platters covered in ooey-gooey chocolate, graham cracker and marshmallow treats.

Specialty Experiences

Instruction and Guiding

Skiers and snowboarders can begin the day at sunrise with Platinum First Tracks, where Adventure Guiding and Learning Center mountain guides take two intimate groups on a tour of the mountain before lifts open to the public. This shamelessly indulgent experience gives private access to freshly groomed runs and sparkling powder across the entire mountain.

Northstar California elevates women's programming with "Her Mountain Retreat," a program designed for women, by women. The two-day getaway is geared toward intermediate skiers or riders who would like to connect, rejuvenate and learn with others in a supportive environment. Between intimate Her Mountain Lessons and aprs in the Village, participants take part in Platinum tst, private First Tracks access, onsite yoga and more.

HEAVENLY

Heavenly Spans Two States

This is one of a few ski resorts in North America to span across two states or two Canadian provinces. Heavenly allows skiers to experience the best of both California and Nevada terrain. Guests can snap photos next to the new "Welcome to California" and "Welcome to Nevada" signs that boast this feat. Among others, Lookout Pass straddles Idaho and Montana, and Sunshine Village in Canada briefly crosses into British Columbia from the province of Alberta. Though, none are as dramatic as Heavenly's views of the snowy Tahoe side and the desert views of Nevada.

NEW Guided UTV Tours

The Winter Guided UTV Tours leave from the top of the gondola for a 45-minute ride accessing scenic viewpoints at 10,000 feet elevation. Guides traverse to Blue Sky Terrace and stop along the way to discuss Lake Tahoe, environmental interpretation aspects, along with photo opportunities that are otherwise inaccessible.

NEW Lakeland Village Resort

Lakeland Village is an expansive retreat right on the shores of Lake Tahoe. This beautiful townhome property boasts 19 acres of lake-side woodlands and stunning views of Lake Tahoe and the Sierra, making it an incredibly scenic place to stay less than a mile from Heavenly Resort. Hop on the on-site shuttle to nearby casinos, restaurants and downtown. As a property newly operated by Heavenly, guests can buy lift tickets, book ski school and plan the entire stay right on location.

Take in the Views

The Scenic Gondola Ride at Heavenly showcases one of the greatest views of Lake Tahoe, accessible by skis, snowboard or on-foot. The first stop on the 2.4-mile ride is at the Observation Deck, complete with sweeping views of Lake Tahoe and the surrounding Sierra Nevada. Warm up with a hot cocoa and grab a snack at Cafe Blue. Pro tip: Head outside to snack and enjoy the panoramic viewing deck, from there, the Gondola heads to the top where Tamarack Lodge is perched at 9,136 feet elevation.

Signature Events

Heavenly's annual Spring Loaded event, March 23 - April 7, brings together the best of winter and spring with live music, loud outfits and various fun-filled festivities in two weeks of sun and fun. Spring Loaded kicks off with Pink Heavenly, a two-day cancer awareness event. It continues with a concert, the Gunbarrel 25, Easter Egg and Bloody Mary hunt on the mountain, pond skating, March Madness and more.

KIRKWOOD

Expedition: Kirkwood

Combining Kirkwood Mountain Resort's legendary terrain and secret powder pockets with unparalleled off-piste coaching, this is an experience like no other in the region. Passion for skiing and riding accelerates by directly applying it to the environment in Tahoe's backyard. Elevating safety and avalanche education allows skiers and riders to hone in on skills while navigating Kirkwood's signature chutes, cornices, and bowls led by a team of expert mountain guides.

Women's Clinics and Camps

With various camps and clinics offered for all ages and skill levels, these Ladies Only packages allow women to excel at their sport in a completely new adventure. This experience is about escaping, having fun, developing friendships, seeking adventure and doing something just for you. Throughout the day, skiers and riders take on a variety of terrain and snow conditions while working on the terrain selection, tactical approach and off-piste skiing and riding technique.

WHISTLER

Whistler's Cloudraker Suspension Bridge and Raven's Eye Viewing Platform

Check out the highest suspension bridge in North America at the top of Whistler Mountain, some 7,160 feet above sea level. Spanning 426.5 feet from the Peak to West Ridge, the Cloudraker Suspension Bridge rocks the sightseer, mountain biker, skier or snowboarder's world all year round. Four cables tensioned to 80,000 pounds support 101 500-pound steel modules to cover the span. Get out midway on a busy day and your knees will wobble with the bridge as you hang above Whistler Bowl.

Vail Resorts claims the bridge supports more people than it can hold, and the cantilevered walkway at its pinnacle is well worth the daring traverse. The triangular Raven's Eye platform extends 40 feet out from the West Ridge and is 164 feet above the ski run below. Take in views of Rainbow Mountain, Alta Lake and Black Tusk from a bird's eye perspective, and enjoy watching the mountain activities too.

NEW Blackcomb Gondola

Running from the Upper Village to the Rendezvous Lodge on Blackcomb Mountain, the new Blackcomb Gondola rises 2.4 miles from bottom to top. This 10-person Doppelmayr lift carries 184 cabins and transports 4,000 people per hour. Its mid-station loads 656 feet below the mid-point of the Wizard and Solar Chairs it replaces. Connecting to the PEAK 2 PEAK and Village gondolas, it completes the longest circuitous lift system in the world, at a ride just short of 7.5 miles.

Fresh Tracks Breakfast

Fresh Tracks Mountain-Top Breakfast, presented by The Globe and Mail, provides guests with the ultimate mountaintop breakfast experience. Guests get to board the Whistler Village Gondola at 7:15 a.m. and head up to the Roundhouse Lodge for a delicious, mountain-sized breakfast buffet. Then, as an added bonus, guests get their fill of fresh powder or perfectly groomed corduroy on the upper mountain before the rest of world is even out of bed.

This unique experience is not limited to skiers and boarders; sightseers can get an early jump on the day by enjoying a Fresh Tracks mountain top breakfast before setting out on the PEAK 2 PEAK.

For more information on what is new at Vail resorts or to receive updates, please visit: news.vailresorts.com

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