

## Europe is Epic! Vail Resorts Adds Iconic European Ski Resorts in France, Italy, Switzerland and Austria to Its Industry-Leading Season Pass

- The Epic Pass is the **ONLY** multi-resort pass to offer significant access to European resorts
- The Epic Pass also features unlimited, unrestricted access to world-class resorts in Colorado, Utah and Tahoe for just \$809
- Epic Pass holders now have access to the best skiing in six countries
- The deadline for the lowest price is **Monday, Sept. 5, 2016**

BROOMFIELD, Colo., Sept. 1, 2016 /PRNewswire/ -- How do you pack more value into a ski pass which already includes world-class destinations like Vail, Beaver Creek, Breckenridge, Park City and Heavenly? Make it the only multi-resort pass to offer significant access to European skiing and snowboarding. Today Vail Resorts announced it will add Les 3 Vallees, Paradiski and Tignes-Val d'Isere in France, Skirama Dolomiti Adamello Brenta in Italy, 4 Vallees in Switzerland, and Arlberg in Austria to the 2016-2017 lineup of the Epic Pass, which is already the world's most popular ski pass due to the unlimited, unrestricted skiing access and the versatility to visit 13 iconic resorts in the U.S. and Australia.

## EUROPE IS **epic**

AUSTRIA + FRANCE + ITALY + SWITZERLAND



Europe is the birthplace of skiing. That tradition, along with its above-tree line terrain, its cutting-edge apres-ski experience, and abundant culture and heritage found in the surrounding mountain towns makes Europe the ultimate dream for any skier or snowboarder. The Epic Pass was the first multi-resort pass to offer European access and now it offers the most expansive experience.

The 2016-2017 Epic Pass offers unlimited access to Vail, Beaver Creek, Breckenridge, Keystone and Arapahoe Basin in Colorado; Park City in Utah; Heavenly, Northstar and Kirkwood at Lake Tahoe; Wilmot Mountain in Wisconsin, Afton Alps in Minnesota and Mt. Brighton in Michigan; and Perisher in Australia. The Epic Pass allows pass holders to visit resorts as they choose, each with its own personality and distinct experience, combining unique terrain and traditions with Vail Resorts' renowned service and unmatched resort improvements. The Epic Pass is available at the guaranteed lowest price of \$809 for adults at [EpicPass.com](http://EpicPass.com) through Monday, Sept. 5, 2016.

"There is nothing in the ski industry today that can compare to the value of the Epic Pass," said Kirsten Lynch, chief marketing officer of Vail Resorts. "The value of the Epic Pass is giving skiers and snowboarders the flexibility to ski when they want and the choice to ski where they want, and the variety of experiences our resorts offer, whether it's the iconic slopes of Vail or Park City, or the grandeur and tradition of Europe, which should be on the bucket list of every skier or snowboarder. Whether you ski five days or 100, no pass is tailored to the way skiers and snowboarders actually want to access the best mountains in the world like the Epic Pass."

That access now includes four of Europe's most iconic destinations. France's largest ski areas, Les 3 Vallees, Paradiski and

Tignes-Val d'Isere, offer a unique playground to skiers and snowboarders from all over the world, accessing five glaciers, 391 ski lifts and over 800 miles of marked runs for all ability levels within a 30-mile radius. The three areas combine high-altitude skiing guaranteeing quality snow from November to May with stunning views of Mont Blanc and a 360-degree panorama of the French, Swiss and Italian Alps.

"This partnership with Vail Resorts gives skiers and snowboarders access to some of the most iconic winter destinations the world has to offer," said Vincent Lalanne, General Manager of Association Les 3 Vallees. "We couldn't be more excited to provide this type of value to our dedicated guests who want to experience the best skiing in Europe and the U.S."

South of the Alps, nestled amongst some of the most beautiful mountain peaks in the world such as the Brenta Dolomites and Adamello (11,666 feet), is some of the best skiing in Italy. Skirama Dolomiti Adamello Brenta is home to 150 lifts and 236 miles of ski slopes that make up acclaimed resorts such as Madonna di Campiglio and Pinzolo in Val Rendena; Folgarida-Marilleva, Peio and Tonale in Val di Sole; Ponte di Legno, Andalo-Fai della Paganella, Monte Bondone and Folgarida-Lavarone. The winter offering is enriched by the high-quality cuisine and the exclusive "Italian style."

Verbier, part of the 4 Vallees ski area, is the largest resort in the Swiss Alps, is acknowledged as one of the premier "off piste" resorts in the world, and is home to a number of professional freeride competitions. Above and beyond this reputation, Verbier is well-known internationally for its electrifying, cosmopolitan nightlife, and the resort is proud of its legendary apres-ski and its lively clubs. While skiers and snowboarders from all over the world rave about this off-piste paradise and fun evenings, families also appreciate the resort's social atmosphere and family-friendly offerings.

For decades, the mountain range between Tyrol and Vorarlberg, which is home to Arlberg, has been a highly sought-after metropolis for international ski and snowboard enthusiasts. Arlberg is widely considered the cradle of modern skiing and in December 2016, thanks to the opening of four new cable cars, it will be Austria's largest linked ski area. Also the birthplace of champions, athletes from Ski Club Arlberg have garnered an incredible 83 medals at various Olympic Games and World Championships.

"For value, for ease of use, for access to world-class destinations, for constant improvements in the guest experience, and now for being the only pass to offer significant access to Europe, the Epic Pass is in a class by itself," Lynch said.

Access to the European ski areas is described below:

Resort	Country	Access	Notes
Les 3 Vallees, Paradiski and Tignes-Val d'Isere	France	Six (6) days of free skiing with two (2) days of skiing at each resort area	<ul style="list-style-type: none"> <li>  Includes: Les 3 Vallees (Courchevel, La Tania, Meribel, Brides les Bains, Les Menuires, Saint Martin de Belleville, Val Thorens and Orelle), Paradiski (Les Arcs, Peisey-Vallandry and La Plagne), and Tignes-Val d'Isere</li> <li>  2016/2017 Epic pass holders are required to present their valid Epic Pass hard card and a valid photo ID to the lift cashier in each resort to redeem their lift access</li> </ul>
Skirama Dolomiti Adamello Brenta	Italy	Three (3) days of free skiing	<ul style="list-style-type: none"> <li>  Includes: Madonna di Campiglio, Pinzolo, Folgarida-Marilleva, Peio, Ponte di Legno - Tonale, Andalo - Fai della Paganella, Monte Bondone and Folgarida - Lavarone</li> <li>  Epic Pass holders must email <a href="mailto:info@skirama.it">info@skirama.it</a> at least one week prior to arrival and specify the Dolomiti ski area where they will pick up their pass and show a valid Epic Pass</li> <li>  Details can be found at <a href="http://www.epicpass.com">www.epicpass.com</a></li> </ul>
4 Vallees	Switzerland	Five (5) consecutive days of free skiing	<ul style="list-style-type: none"> <li>  Includes: Verbier, Nendaz, Veysonnaz and Thyon</li> <li>  To redeem lift access, 2016/2017 Epic Pass holders are required to present their valid Epic Pass hard card, as well as a valid photo ID, to the resort's Ticket Office</li> <li>  Offer valid when booking in-resort lodging (details and participating hotels can be found at <a href="http://www.epicpass.com">www.epicpass.com</a>)</li> </ul>
Arlberg	Austria	Three (3) days of free skiing	<ul style="list-style-type: none"> <li>  Includes: Lech, Zurs, Stuben, St. Christoph and St. Anton</li> <li>  Offer valid when booking in-resort lodging (details and participating hotels can be found at <a href="http://www.epicpass.com">www.epicpass.com</a>)</li> <li>  Epic Pass holders must book their lodging directly with the property and the property will deliver the passes to the guest upon confirmation of their Epic Pass</li> </ul>

## 2016-2017 Season Pass Options for Skiers and Snowboarders

- 1 **The Epic Pass™:** Ski unlimited and unrestricted from opening day to closing day for only \$809. The Epic Pass pays for itself in just over five days of skiing or snowboarding. Enjoy full access to Vail, Beaver Creek, Breckenridge, Keystone and Arapahoe Basin in Colorado; Park City in Utah; Heavenly, Northstar and Kirkwood at Lake Tahoe; Perisher in Australia for the 2017 season; Afton Alps in Minnesota; Mt. Brighton in Michigan; and Wilmot Mountain in Wisconsin. The Epic Pass also grants limited access to Verbier and the 4 Vallees in Switzerland, Les 3 Vallees in France, Arlberg in Austria, and Skirama Dolomiti Adamello Brenta in Italy. No restricted dates. A child pass (ages five to 12) is \$419.

### Season Pass Insurance

Vail Resorts encourages guests to purchase pass insurance. All of the Company's season pass products are non-refundable and non-transferable; however, pass insurance covers pass holders in the event of unexpected circumstances including sickness, injury and job loss. Find out more at [EpicPass.com](http://EpicPass.com).

### About Vail Resorts, Inc. (NYSE: MTN)

Vail Resorts, Inc., through its subsidiaries, is the leading global mountain resort operator. Vail Resorts' subsidiaries operate nine world-class mountain resorts and three urban ski areas, including Vail, Beaver Creek, Breckenridge and Keystone in Colorado; Park City in Utah; Heavenly, Northstar and Kirkwood in the Lake Tahoe area of California and Nevada; Perisher in Australia; Wilmot Mountain in Wisconsin; Afton Alps in Minnesota and Mt. Brighton in Michigan. Vail Resorts owns and/or manages a collection of casually elegant hotels under the RockResorts brand, as well as the Grand Teton Lodge Company in Jackson Hole, Wyo. Vail Resorts Development Company is the real estate planning and development 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).



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