Co-Branded Colorado Ski & Sports and Bicycle Village Celebrate Grand Opening in Westminster Saturday, Feb. 3

•Prizes, family-focused activities, face painters and more from 10 a.m. to 4 p.m.
•Skiers, riders and cyclists of all ages can enjoy activities and services

Broomfield, Colo. – **Jan. 23, 2018** – After months of remodeling, the new co-branded Colorado Ski & Sports and Bicycle Village store will celebrate its Grand Opening at 9170 Wadsworth Parkway in Westminster with activities for all ages. Festivities run from 10 a.m. to 4 p.m. on Saturday, Feb. 3 and include the following:

- Learn from the Pros:
    - Children can get an introduction to snowboarding with Burton's Riglet Park
    - "Learn to Bike" with the team at Bicycle Village
    - Boot fitting experts from Colorado Ski & Sports will be available to assist for adults and children with customized boot fitting
- Prize Packages – guests can register to win one of three packages:
    - Family Snow Package – valued at $3,000
    - Family Bike Package – valued at $1,750
    - Family Getaway – valued at $1,000
- Other family-friendly activities include face-painting, food from The Vanilla Bean Pastry Truck, Spyder's Olympic Uniforms on display, and giveaways.

Families interested in the boot fitting or "Learn to Bike" sessions for children are encouraged to pre-register at coloradoskiandgolf.com/grand-opening.

"This co-branded store is an innovative new concept for us, and we're excited to celebrate its opening with our loyal customers and the Westminster community," explained Greg Sullivan, Chief Operating Officer of Vail Resorts Retail.

"We have so much more to offer than just traditional retail," continued Sullivan, "beyond the convenience of shopping for winter and summer outdoor gear on a year round basis, this new flexible design allows us to adapt the amount of space dedicated to products and services to match seasonal demands."

During the spring and summer months, a larger portion of the space will be allocated for cycling products and accessories along with equipment for summer activities and recreation, while "off season" equipment and clothing for the cooler months will be available in the smaller space. In fall and winter, the space allocation will reverse to allow for a larger percentage of the store to showcase skis, snowboards, and other winter gear, with a smaller space dedicated to equipment for warm weather activities.

Beyond retail, the shared space will continue to offer the type of year-round, customized services that long-time shoppers have come to value, including bike tuning, custom boot fitting, ski and snowboard tuning, ski and snowboard demos, as well as the Junior Trade Program for kids' skis, snowboards and bikes.

"A Grand Opening event is a great way for us to meet our neighbors in the Westminster community. Additionally, it provides an opportunity for us to better understand the products and services that our customers find to be most valuable, so that we can continue innovating and reimagining the customer experience in our store," concluded Sullivan.

Visit coloradoskiandgolf.com/grand-opening for additional information.

About Vail Resorts Retail
Vail Resorts Retail operates more than 230 specialty stores in and around owned and operated Vail Resorts: Vail, Beaver

Creek, Whistler Blackcomb, Breckenridge, Keystone, Heavenly, Northstar, Kirkwood, Mid-West Afton Alps, Mt. Brighton, and Wilmot mountains. Shops are also located in select non-Vail Resort's destinations in Aspen, Telluride, and Winter Park. In addition to these mountain resort locations, Vail Resorts Retail also operates in Colorado's Front Range, Northern California, and Minneapolis. These stores focus primarily in winter recreation of ski and snowboard for both retail and rental but also offer gear and services for a variety of outdoor recreational activities, including hiking, camping, biking, and more.

About Vail Resorts, Inc. (NYSE: MTN)
Vail Resorts, Inc., through its subsidiaries, is the leading global mountain resort operator. Vail Resorts' subsidiaries operate 11 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; Whistler Blackcomb in British Columbia, Canada; Perisher in Australia; Stowe in Vermont; 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 and consumer website is www.snow.com.

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