

Mt. Brighton Extends the 2017-18 Season and Rolls Back Prices on March 18

- **Lots of snow still at Mt. Brighton will extend the season**
- **First time skiers and snowboarders can do it all for ten bucks on Sunday, March 18**

BRIGHTON, Mich., – March 12, 2018 – Mt. Brighton will extend the 2017-18 ski and snowboard season, staying open – at least – through Sunday, March 18. The ski area is also rolling back prices for first-time skiers and snowboarders on March 18, where ten bucks will get guests on-hill access (normally \$52 to \$57), a lesson (\$48 to \$75) and ski or snowboard rental (\$28) from 2-4 p.m. – all to celebrate the 10th anniversary of Vail Resorts' Epic Pass. Limited space is available for the ten dollar deal and advanced registration is encouraged.

In addition, the week of March 12-18 will also feature a "Shred for Hunger" food drive where all skiers and snowboarders can bring in a non-perishable food item(s) and receive \$5 off their lift ticket.

"Our March 18 ten dollar on-hill access, ski or snowboard rental and lesson is the best deal we have ever offered first time skiers and snowboarders. Plus, all week we'll be lending a helping hand to local charities with our "Shred for Hunger" food drive," said Chris Sorensen, general manager of Mt. Brighton. "We've still got tons of snow on hill and look forward to seeing everyone out here next week as we wrap up the 2017-18 ski and snowboard season here with a bang at Mt. Brighton."

Beyond the incredible 10th anniversary of the Epic Pass ten dollar deal for first-timers, staff from Mt. Brighton will also be out on the ski hill on March 18, handing out sweet treats – courtesy of Vail Resorts.

For more information on the March 18 ten dollar on-hill access, rental and lesson celebration, along with the "Shred for Hunger" drive, hours of operation at Mt. Brighton, snow conditions and specific event times and descriptions, please visit www.mtbrighton.com

Only One Pass Can Be This Epic

Vail Resorts' industry-leading season pass – Epic Pass – returns for its 10th season, providing skiers and snowboarders with not only the best value in the industry, but also unprecedented worldwide access. New for next winter, the 2018-2019 Epic Pass will feature access to Telluride in Colorado; Hakuba Valley's nine ski resorts in Japan; and Resorts of the Canadian Rockies across Canada, including 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, all in a long-term alliance. With just one pass, guests have unlimited, unrestricted access to explore 15 mountain resorts, and limited access to 46 more, across eight countries – including Vail, Beaver Creek, Breckenridge, Keystone and Arapahoe Basin in Colorado; Park City in Utah; Heavenly, Northstar and Kirkwood at Lake Tahoe; Stowe Mountain Resort in Vermont; Afton Alps in Minnesota; Mt. Brighton in Michigan; Wilmut Mountain in Wisconsin; Whistler Blackcomb in Canada; and Perisher in Australia for the 2019 season. Epic Pass holders will again enjoy limited access to 30 European ski resorts, including Les 3 Vallées, Paradiski and Tignes-Val d'Isère in France; 4 Vallées in Switzerland; Arlberg in Austria and Skirama Dolomiti in Italy. In celebration of the 10th Anniversary of the Epic Pass and to honor the epic service of the Company's founders from the 10th Mountain Division, Vail Resorts will donate USD\$1 for each 2018-19 season pass sold to Wounded Warrior Project. The Epic Pass is on sale now for just \$899 and guests can lock in the lowest price combined with the most benefits, including 12 total discounted tickets for family and friends, when buying before April 15, 2018. Visit EpicPass.com to purchase the Epic Pass or to learn about all Epic Pass options, such as Epic Local and Epic 4-Day passes.

About Mt. Brighton

Since 1960, Mt. Brighton Ski Area has been one of the most iconic family winter destinations in the Midwest as well as a summer destination for golfers and competitive mountain bike racers. Recent investments of \$10 million delivered a revitalized experience throughout the resort – such as new chair lifts, base facilities and children's ski and ride school center; enhanced learning terrain and Michigan's most innovative terrain park. Mt. Brighton's new state-of-the-art snowmaking system ensures the best snow surface conditions in the region. Its acclaimed instruction and coaching programs have converted thousands of

first-time participants into lifelong skiers and riders – and with the opportunity to take that passion to Vail Resorts' iconic western mountains, Mt. Brighton is truly the place where Epic begins. For more information, please visit www.mtbrighton.com

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.

<https://news.vailresorts.com/2018-03-12-Mt-Brighton-Extends-the-2017-18-Season-and-Rolls-Back-Prices-on-March-18>