

Colorado Mountain Express and Colorado Ski & Sports/Golf Rebrand to Adopt Epic Brand

- Colorado Mountain Express to rebrand to Epic Mountain Express
- Colorado Ski & Sports/Golf to rebrand to Epic Mountain Gear

BROOMFIELD, Colo., July 24, 2018 – Vail Resorts today announced that the company will align the brands of both Colorado Mountain Express and Colorado Ski & Sports/Golf to its Epic brand, rebranding the lines of business to Epic Mountain Express and Epic Mountain Gear.

“The rebrand of Colorado Mountain Express and Colorado Ski & Sports/Golf to Epic Mountain Express and Epic Mountain Gear is a physical representation of the brand promise we make to our guests at every touch point throughout their experience with us,” said James O'Donnell, executive vice president of hospitality, retail and real estate for Vail Resorts. “Our Company's mission is to provide our guests with an experience of a lifetime and by aligning these lines of business with the Epic brand, our guests will know that they can expect the same exceptional service with these two brands that they would when they visit any of our world-class resorts.”

As part of the transition to Epic Mountain Express over the coming months, the majority of the Colorado Mountain Express fleet will be branded with a new, modernized logo and a sleek design that reflects the new brand. The transition is expected to be complete by late-fall. The rebrand will also be incorporated into the Great Hall at Denver International Airport, which is currently under construction, where Vail Resorts will also have an Epic Mountain Express desk to assist arriving guests.

The [Epic Mountain Gear](#) brand was first introduced in Frisco, Colo. in 2014 through its flagship store, which brought the Epic brand to life and re-imagined the mountain retail experience. It later expanded into the Front Range in Boulder, Colo. and now the remaining five Colorado Ski & Sports/Golf locations will be brought under the Epic Mountain Gear umbrella in August. These locations will continue to provide exceptional customer service and expertise, carry the best brands of mountain gear and provide services that include rentals, tunes, the Junior Trade Program and more. They will also provide access to an Epic service desk, which will sell and reprint Epic Pass products as well as lift tickets, ski school lessons and Epic Discovery passes. Starting Labor Day weekend, guests will be able to experience the remodeled locations during Epic Mountain Gear's pre-season sale, Ski Rex, with gear up to 60 percent off.

Media Assets: [Photo](#)

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About Epic Mountain Express

Epic Mountain Express provides reliable shuttles and charter services from Denver International and Eagle County Airports to most Colorado mountain locations including Breckenridge, Keystone, Copper Mountain, Vail and Beaver Creek as well as its Colorado Mountain Express line to Aspen and Snowmass. CME's fleet of 250 vehicles includes 10-passenger vans, five-passenger four-wheel drive luxury SUVs, and 10-passenger Mercedes Benz Sprinter vans. Complimentary Wi-Fi is available onboard all vehicles. Colorado Mountain Express was named “Best Transportation Company” in Colorado Meetings + Events' Annual Best of Colorado Awards for 2015 and 2016, as well as “Best Shuttle Service” in the Summit Daily's “Best of Summit” awards for six consecutive years. www.coloradomountainexpress.com

About Vail Resorts Retail

Vail Resorts Retail operates more than 220 specialty stores in and around owned and operated Vail Resorts mountain resorts and urban ski areas, including Vail, Beaver Creek, Whistler Blackcomb, Breckenridge, Keystone, Heavenly, Northstar, Kirkwood, Stowe, Afton Alps, Mt. Brighton, Wilmot, and Stowe. 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.

<https://news.vailresorts.com/2018-07-24-Colorado-Mountain-Express-and-Colorado-Ski-Sports-Golf-Rebrand-to-Adopt-Epic-Brand>