Ski Rex Pre-Season Ski & Snowboard Sale Kicks Off Friday, Aug. 31

•The nation's largest ski and snowboard sale is now Epic
•Discounts of up to 60 percent off last year's equipment at six Front Range Epic Mountain Gear locations (formerly Colorado Ski & Golf)
•Epic Passes will be on sale offering access to 20 new resorts including Telluride and Crested Butte along with Vail, Beaver Creek, Breckenridge, Keystone, and A-Basin, for a total of 65 resorts throughout eight countries for $899. Other options include the Epic Local Pass for $669, the Keystone A-Basin for $349, and the Keystone A-Basin 4-Pack for $219 through Sept. 3 at these prices
•Junior Trade Program offers savings of 50 percent on new or used junior equipment after first years' trade in
•The Epic SchoolKids Colorado Pack provides free skiing and snowboarding for kids in kindergarten through fifth grade

Broomfield, Colo., Aug. 9, 2018—Long recognized as the unofficial kickoff for the upcoming ski and snowboard season, Ski Rex launches its annual pre-season sale beginning Labor Day weekend. Colorado Ski & Golf's six Front Range locations in Aurora, Boulder, Colorado Springs, Littleton, Lone Tree, and Westminster were all recently re-branded to **Epic Mountain Gear** and will have closeout deals of up to 60 percent off on skis, snowboards, boots, outerwear, and accessories. The big, air-conditioned tent at the Aurora store location will be packed with close out deals, and for the first time, the newly renovated Westminster location is adding a tent in its parking lot to handle all of the inventory from top brands. Pricing will be the same at all locations. Ski Rex loyalists will also notice an updated look and new sunglasses on the beloved Ski Rex icon to complement the new brand.

This year's Ski Rex sale kicks off on Friday Aug. 31 at 8 a.m. at all locations with discounted pricing available through Sunday, Sept. 16. Serious bargain hunters looking for first choice on top sale items can register online at www.epicmountaingear.com to join the preferred customer program, which allows preferred customers and 2018/2019 Epic Pass holders to attend the early access sales event on Thursday, Aug. 30 before it opens to the general public.

A Sale…and More
Ski Rex is also the ideal time for families to sign up for the Junior Trade Program to choose from the widest selection. The Junior Trade Program allows families to save 50 percent on kids' new or used skis and snowboards. Families can purchase used gear starting at $99, or new gear for $199, plus $15 for a mandatory binding safety check and then bring it back the following season to trade for larger sizes starting at just $49. The process can be repeated season after season as long as the child can be fitted in youth-sized equipment. Junior Trade is a Colorado tradition and has been making equipment more affordable for young skiers and riders since 1983.

"Junior Trade remains a cornerstone program for many Colorado families so we have nearly doubled our supply of kid-sized equipment in recent years to better meet the growing demand for this affordable and flexible program," explains Dustin Hunt, director of operations for Epic Mountain Gear. "Parents can opt for new or used equipment based on their budget and preferences while getting a great price on gear for their growing kids," he added.

New this year, customers can show off their new gear for a chance to win a $200 Epic Mountain Gear gift card by sharing their photos on social media using the hashtag #IGotRexed. Photo opportunities available at all Front Range locations during Ski Rex. For complete contest rules, visit www.epicmountaingear.com/ski-rex/igotrexed-rules.

The Guarantee
All Ski Rex purchases include the Epic Mountain Gear guarantee of complete satisfaction. Ski Rex prices are guaranteed to be the lowest in the nation. If shoppers find a lower price on a sale item anywhere else, Epic Mountain Gear will beat it.

Epic Pass Sales at all Locations
The Epic Pass, Epic Local Pass and Keystone A-Basin Pass are on sale for the 2018-2019 season, offering variety and flexibility for skiers and riders across North America to enjoy world-class skiing both near home and at legendary destinations,

all on the same pass. The Epic Pass, available for $899, remains the best overall value in skiing, offering skiers and snowboarders unlimited, unrestricted access to 19 mountain resorts plus additional access to 46 more throughout the United States, Canada, Australia, Japan, France, Switzerland, Italy, and Austria. The Epic Local Pass is available for $669 and the Keystone A-Basin Pass is available for $349. A variety of pass options are available at EpicPass.com and at all Epic Mountain Gear locations. Guests must purchase by Monday, Sept. 3 to receive the guaranteed lowest price.

Epic School Kids
All Colorado kids from kindergarten through fifth grade can also take advantage of the **free** 2018-2019 EpicSchoolKids Colorado Pack returning for a limited time that includes **four FREE days each** (totaling 16 free days) at Vail, Beaver Creek, Breckenridge and Keystone, as well as one free first-timer ski or snowboard lesson with free equipment rental in December or January. Registration is only open for a limited time, so families with eligible children are encouraged to get their free EpicSchoolKids Pack at any Epic Mountain Gear location while enrollment period remains open. For details, visit www.epicschoolkids.com/colorado.

Ski Rex Labor Day weekend hours at all locations:

- Friday, Aug. 31 from 8 a.m. to 8 p.m.
- Saturday, Sept. 1 from 8 a.m. to 8 p.m.
- Sunday, Sept. 2 from 10 a.m. to 6 p.m.
- Labor Day Monday, Sept. 3 from 10 a.m. to 6 p.m.
- After Labor Day weekend, all store hours will return to normal operating hours.

Ski Rex sale prices remain in effect through Sunday, Sept. 16 at all these Epic Mountain Gear stores:

- 2650 S. Havana, Aurora
- 2525 Arapahoe Avenue, Boulder
- 2454 Montebello Square Drive, Colorado Springs
- 8100 W. Crestline, Littleton
- 8691 Park Meadows Center Drive, Lone Tree
- 9170 Wadsworth Parkway, Westminster

For additional details, visit www.epicmountaingear.com or www.skirex.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, 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.

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