

CRESTED BUTTE MOUNTAIN RESORT WILL INSPIRE YOUR PASSION FOR ADVENTURE

MT. CRESTED BUTTE, CO — Crested Butte Mountain Resort's mountain improvements, amazing travel specials, and a vastly enhanced, guest-centric base area including retail, restaurants, and amenities truly make Colorado's true colors shine. There is no reason to hold back on getting to Crested Butte this season.

TRAVEL SPECIALS

Crested Butte Mountain Resort wants you to see and experience all of the amazing terrain, community spirit, adventure opportunities, and high level of customer service that is offered. Crested Butte Vacations offers updated specials including the new Total Adventure, Half the Price package. See www.skicb.com for all of the details.

EXPANDED JET SERVICE

Travel to Crested Butte is easier this season with expanded jet service to Gunnison/Crested Butte Regional Airport on Delta from Atlanta (ATL) and Salt Lake City (SLC). In addition, American Airlines will add direct jet service from Chicago to complement their current Dallas daily jet service, and United will expand service with three jet flights daily from Denver connecting to hundreds of daily flights.

"Crested Butte Mountain Resort is evolving and expanding," stated Ken Stone, chief operating officer. "Our biggest initiative is to provide exceptional customer service, and that begins by doing our part to simplify access to Crested Butte. Our new air partnerships will ensure a larger number of travel options for our destination guests."

UPDATED KIDS FACILITIES

The Kids' World ski school has a completely new concept - "Kids Base Camp" - and has seen the greatest physical transformation. The new Kids Base Camp is an exciting, themed program that will intrigue and engage kids through exploration and adventure both on and off the mountain. The building was taken down to the studs and completely redesigned. From a new entrance to remodeled kid friendly bathrooms and play areas, the entire space is completely revamped. Not only is the space designed with the kids in mind, it is easier and quicker for the little ones to get into the flow and let Mom and Dad hit the slopes.

"After viewing many of the top children's facilities in the nation we came home and incorporated the best ideas into our kids building and day care program in Crested Butte. We are excited to have a great children's facility to go along with our exceptional staff," said Ethan Mueller, director of operations.

BASE AREA IMPROVEMENTS

The Treasury Center building in the base area was redesigned to improve a number of guest services. The Crested Butte Ski and Snowboard Rental Shop has moved to a slope-side location. The rental shop and new retail store will include top-of-the-line rental skis and snowboards along with an expanded retail selection.

The former location of the Crested Butte Ski and Snowboard Shop is transformed into a "Pizza Zone". Spellbound Pizza offers fresh pizza, beverages and snacks available in the lower level of the Treasury Center to eat on the run or to sit and enjoy. The Outpost building in the base area was redesigned and will open as a day lodge for guests. Tables and comfortable seating will allow guests to have more inside space for a break or just to warm up.

EXPANDED GUEST AMENITIES

New this winter will be a central ski valet and overnight ski, snowboard and boot valet service. The service is free to all CBMR hotel guests and is available to other guests for a nightly fee. It features ski-in ski-out access. The ski valet service pampers hotel guest from lobby check-in to hotel check-out with a seamless handling of your equipment.

The season locker storage on the main level of the Treasury Center will add a basket check for overnight storage of boots, bags or any of those extras that you need to "peel off" or store for the day or overnight.

Elevation Hotel & Spa completed a \$25-million re-model that includes all 260 luxury rooms. Also completed is an 11,000-square-foot green-focused spa and fitness center, slope side sun deck and fire pit and a completely new 9380 Prime Restaurant & Bar in the hotel. Snow Igloos, a new, fun addition to the mountain experience, sprout up to provide for everything from après ski cocktails to adventure

play areas for the kids. The solid snow structures will be at Kids Base Camp and mid-mountain outside the Ice Bar Restaurant.

MORE MOUNTAIN TERRAIN

On-mountain improvements include expanded terrain off of the Headwall lift into the Teocalli bowl area in what is known as Teo-2 and Teo-2.5. This adds additional expert terrain into the mix. CBMR's commitment to providing world-class park and pipe facilities continues with the addition of new and expanded features in the DC Terrain Park and the completely new intermediate terrain park. The upgrades are all part of the mission to continue enhancement of CBMR as a family-friendly, guest oriented and aesthetically pleasing resort. CBMR is truly raising the bar for expectations.

THE PLAN CONTINUES

This year's improvements and enhancements build upon Crested Butte Mountain Resort's continued investments in base area and on-mountain improvements over the past four years. New snowmaking, grooming and lift system expansion and improvements along with the completion of the Lodge at Mountaineer Square and Mountaineer Conference Center last season is just part of a \$200-million resort wide capital improvement plan.

GRATIFICATION

Crested Butte has been named as Skiing Magazine's #1 Best Steeps, #8 Best Trees, #10 Best Powder, and Outside Magazine's Top Places To Live Now, Sunset Magazine's #3 Top Dream Towns, SKI Magazine's #20 Readers Survey Top Resort, and SkiNet's #3 Top Ski Town. Crested Butte was also named one of America's Best Small Ski Towns by Travel + Leisure Magazine and Conde Nast Traveler's #13 Reader's Poll Top Resort.

Visit www.skicb.com for more info or log on to www.skiernews.com for an easily found link to Crested Butte Mountain Resort on the right side of the homepage. You can also call 1-800-600-2803 or 1-800-647-3123.

This page and other SKIER NEWS pages and sections, with "live" URLs, can be found on www.skiernews.net

WHAT'S NEW in ASPEN

ASPEN, CO — Aspen/Snowmass, comprised of Snowmass, Aspen Mountain, Aspen Highlands and Buttermilk, has invested \$35 million in capital improvements for this season. Aspen Skiing Company improvements include two new restaurants, a new chairlift, a 22-foot Olympic-sized halfpipe, additional terrain and Western Colorado's largest solar array.

SNOWMASS IMPROVEMENTS

Sheer Bliss - \$7 million capital improvement - On-mountain improvements in Snowmass continue for 2008-09 with a new detachable quad chairlift. The new Sheer Bliss chair serves up 700 acres of some of the best terrain in the Big Burn area accessing challenging black-diamond glades and wide-open blue cruisers. The new lift can carry up to 2,000 people per hour and takes riders 2,212 vertical feet, 155 feet more than the old Sheer Bliss chair. The ride time is just over nine minutes.

Sam's Smokehouse - \$9 million capital improvement - With spectacular views of Garret's Peak, Mount Daly and the surrounding backcountry, the new Sam's restaurant features a barbecue-style smokehouse menu with a variety of culinary delights. At 7,800 sprawling square feet, this new eatery boasts floor-to-ceiling windows and table service for 175, plus outdoor seating - all situated atop the Village Express six-pack lift on Snowmass. In addition to the main restaurant, Sam's will also have a lounge area where guests can grab a quick coffee, breakfast or lunch.

Sneaky's Tavern - \$2.9 million capital improvement - Located adjacent to The Treehouse and mere steps from the Village Express, Sneaky's Tavern will no doubt be a very popular destination for those looking to enjoy each other's company in a relaxing and comfortable setting. Offering both indoor and outdoor bar/dining seating. American bistro style cuisine will be served at lunch, après and dinner.

ASPEN HIGHLANDS IMPROVEMENTS

Known as the local's mountain and home to the challenging Highland Bowl, Aspen Highlands will add up to 18 additional acres of skiing and riding in the Deep Temerity area of the mountain. The new terrain, between Hyde Park and Mushroom Chutes, will be called Canopy Cruiser.

BUTTERMILK IMPROVEMENTS

Buttermilk, home to the ESPN Winter X Games, will have a new Olympic-size, 22-foot halfpipe. At more than 500 feet long, with walls towering 18 feet overhead and measuring 22 feet from the center of the pipe, the Superpipe at Buttermilk is truly super. The Zaugg pipe cutter is the same machine that will be used for the 2010 Winter Olympic Games - the inaugural introduction of this size halfpipe. Buttermilk is officially home to one of only five 22-foot pipes in America.

ASPEN MOUNTAIN IMPROVEMENTS

The base of Aspen Mountain is in the epicenter of downtown and will have a new and improved gondola plaza for this season. New, a reduced number of steps will make it even easier to load the gondola.

Ajax Tavern, steps from the base of the Silver Queen Gondola, will have more space, a new look and an updated menu this season. With an expanded bar area inside and bigger deck outside, Ajax Tavern will continue to offer a French Bistro menu with favorites such as Truffle Fries. The restaurant will continue to be the place to see and be seen at the base of the mountain for lunch and après ski, and new this year is dinner at Ajax Tavern.

SUSTAINABILITY

Aspen/Snowmass is considered the ski industry's leader in sustainable practices. In the summer of 2008, Aspen Ski Co spent over \$1 million on the ski industry's and Western Colorado's largest solar array which produces enough energy annually to power 20 average American homes and keep 400,000 pounds of carbon dioxide out of the air each year.

Energy monitoring systems are being installed in three ASC buildings with a goal to reduce energy use. Systems will be installed at company headquarters in the Aspen Airport Business Center, Bumps Restaurant at the base of Buttermilk and the Two Creeks ticketing office in Snowmass.

Please visit www.aspensnowmass.com/environment for more info regarding sustainability.

For all other ski area info, log on to www.aspensnowmass.com

BRECKENRIDGE GETS A NEW BASE AT PEAK 7 EASY ACCESS and HIGH-END LODGING

BRECKENRIDGE, CO — This season, Breckenridge Ski Resort opens its first base area since the development of Peak 9 in 1971. Complete with high-end lodging at the new Crystal Peak Lodge, skier services including ski school, ticket sales and rentals, and new sit-down dining experience at Sevens, the new Peak 7 base area will introduce visitors to a new level of luxury and service in Breckenridge.

BRECKCONNECT LINKS BASE AREA WITH TOWN

This year, the BreckConnect gondola will stop at the Peak 7 base area, allowing for easy access to coveted intermediate terrain on Peak 7 as well as to the expert above timberline terrain on Peaks 7 and 8, accessed by the T-Bar. As the resort steps into a new era of resort villages with the development of Peaks 7 and 8, the need for a first-class mass transit system that seamlessly moves all types of visitors is essential. The BreckConnect has transformed the way visitors access the town and mountain and sets a new standard in the role of mass transit in growth and development.

The gondola represents a unification of the community as the public and private entities work together to build an environmentally progressive resort transit system. It also creates a streamlined link to transport large numbers of visitors between the town and the ski resort's Peaks 7 and 8. The gondola enables the town and resort to strike the ideal balance that maintains the character and vibrancy of the Breckenridge Main Street and Downtown.

CRYSTAL PEAK LODGE

The Crystal Peak Lodge, the first lodge to open in Breckenridge's newest master-planned development at the Peak 7 and 8 base areas, opened in early winter with 46 ski-in/ski-out wholly owned residences. Located just steps from the BreckConnect Gondola and the Independence SuperChair, the Crystal Peak Lodge is designed to reflect the Summit County, Colo., environment with heavy timbers, moss rock and expanses of glass that contribute to the building's rugged exterior. Inside, warm wood paneling, high-end fixtures and rich fabrics will welcome guests in from the slopes. The new lodge includes one- to four-bedroom homes.

SEVENS RESTAURANT

Scheduled to open for Christmas 2008, the new Sevens restaurant represents a new approach to on-mountain dining in Breckenridge. Located in the new Grand Lodge at the base of Peak 7, Sevens will feature a wood-fire pizza oven and a tapas bar as well as a quick service window for skiers and riders who just want to grab a quick meal.

For more info about the ski resort, please log on to www.breckenridge.com

To learn more about lodging choices in Breckenridge, as well as other resorts in Colo., please log on to www.skiernews.net and scroll to the link for the "BEST of COLORADO and UTAH TRAVEL PLANNER"

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