

STEAMBOAT IMPROVES - EXPANDS GUEST EXPERIENCE, SKI TOWN USA CONTINUES ON-MOUNTAIN MOMENTUM

STEAMBOAT SPRINGS, CO – Steamboat Ski Resort unveiled a number of on-mountain improvements designed to enhance the overall resort experience for the 2010-11 winter season. The highlight is the new Terrace and Umbrella Bar at the Bear River Bar and Grill, which transformed the gondola base area. Significant snowmaking enhancements round out the summer's program.

"Steamboat is synonymous with a warm, friendly Western welcome and providing the best guest experience along with heaps of signature Champagne Powder® snow," said Chris Diamond, president and chief operating officer for the Steamboat Ski and Resort Corporation. "This season, the resort continues the momentum built over the past several years to enhance the on-mountain experience and continue the revitalization of the base area."

Over the past five seasons, more than \$30 million in on-mountain improvements have been made to the Steamboat Ski Area. A number of on-mountain improvements are designed to enhance the overall resort experience for the 2010-11 winter season. The highlight will be the new Terrace and Umbrella Bar at the Bear River Bar & Grill which is anticipated to transform the gondola base area. Significant snowmaking enhancements round out the improvement program.

SKI Magazine recognized Steamboat as the No. 1 Family Resort in North America in its annual Top Resort Guide, October 2009. For nearly a decade Steamboat has been featured as one of the premier family destinations by the readers and editors this industry barometer. For the past sixth consecutive years, the resort enjoyed the No. 1 Family Ski Resort in the West. The resort has earned a reputation in the industry as the leader in family programs with the original Kids Ski Free and Kids Fly Free programs and dedicated children's center with day and evening programs, Steamboat MountainWatch location system and kids' specific terrain/lifts.

NON-STOP AIR PROGRAM

Frontier will serve Ski Town, U.S.A. with a daily nonstop flight on the 99 passenger Embraer 190 aircraft from Denver. Frontier's new service provides convenient connecting access from key winter vacation markets such as Dallas, Ft. Lauderdale, Kansas City, Las Vegas, Minneapolis, New York, Omaha, Orlando, Phoenix and Washington, D.C. to name a few. Currently, the winter nonstop flight program offers convenient nonstop jet air service from seven major airports on five key U.S. carriers – American, Continental, Delta, Frontier and United Airlines, direct into Steamboat-Hayden Airport for the 2010-11 season.

STEAMBOAT/HAYDEN AIRPORT PHASE III

The Steamboat/Hayden Airport embarks on the final phase of its multi-year capital plan with the start of the \$7.8 million Phase III project. Phase III will include a new passenger arrival area, a second baggage carousel, improved concessions and passenger amenities. Overall, the improvements create an additional 8,436 square feet of terminal space and replaces or remodels another 18,000 square feet in the existing terminal in the coming years. Over the past five years, the airport has evolved with an array of improvements that touched every element of guest service from check-in counters to departure terminals; food and beverage to retail amenities; and curb-side services to security screening.

STEAMBOAT SKI & SPORT PRO SHOP

When you demand the very best in your equipment, the new Pro Shop sets the standard in premium rental equipment. The Pro Shop advises on ski-related elements that ensure you get the best fit and most out of your equipment. Whether you are looking for the proper equipment for a particular need, or based on snow conditions, go to where the new Pro Shop serving up Gold Medal Rental equipment and packages.

SKI and SNOWBOARD SCHOOL

Olympic Gold medalist Deb Armstrong is joined this season by three-time Olympian Caroline Lalive in leading the Steamboat Women's Ski Camps. Under their direction, all certified female coaches lead this program for women only, with an emphasis on camaraderie and skill improvement in a positive atmosphere that maximizes learning. For intermediate and above skiers, levels 5-8. Camps are held Dec. 14-16, 2010; Jan. 11-13, Feb. 8-10 and March 1-3, 2011.

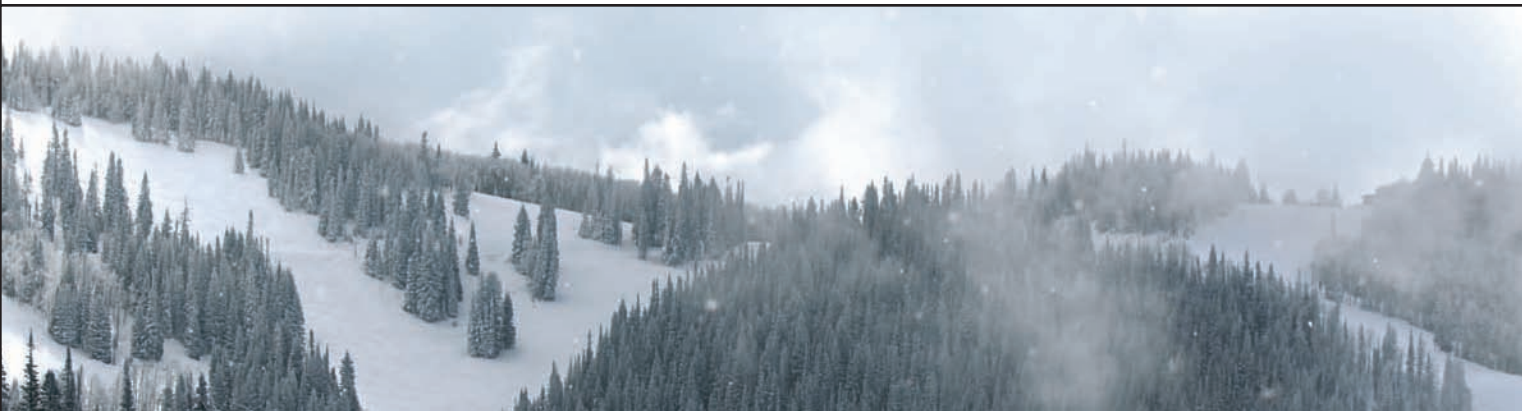
NEW TERRAIN PARK RAILS

Ranging from small to large, 30 new and refurbished rails and features are available this season across the resort's four progressive terrain parks. With input from pro riders, a variety of small, 8-foot to 12-foot, low-to-the-ground and shaped boxes will provide the opportunity for learning the basics in transitions and kinked sensations. In the medium park, a new 16 foot picnic table and several 24 foot shaped boxes will be unveiled for a variety of Down/Up and Double Kinked riding opportunities.

A new Wall Ride, several additional large features as well as a new entrance in the advanced park complete the full spectrum of progression from beginner to advance.

NATIONAL BROTHERHOOD OF SKIERS

National Brotherhood of Skiers (NBS) will host its bi-annual Summit at Steamboat Springs, Colorado from Feb. 26-March 5, 2011. Up to 1,000 skiers, riders and winter enthusiasts from more than 75 NBS clubs across the nation and the United Kingdom will participate in this week long event. The NBS held its first annual gathering in 1973. Steamboat has served as the host resort for NBS annual gatherings on five previous occasions - in 1978, 1982, 1989, 1995 and 2007. The resort has also served as the host site for many NBS regional and club trips.



It's time to show your children that real can be as magical as make believe.

Recess. Snow day. Vacation. Saturday. All rolled into one. Otherwise known as pure joy. It's something we're rather good at delivering up here in Steamboat. Which explains why we've been voted the #1 Family Resort in all of North America. Show your children a vacation they'll never forget in the winter wonderland playground that is pure Steamboat. Call today and book a little magic for your family.

Steamboat Central Reservations® 877.279.2628 or visit steamboat.com

Steamboat
Pure.



ENVIRONMENT

Silver Eagle Award: Steamboat was recognized with the 2010 National Ski Area Association's Silver Eagle Award for Recycling and Waste Reduction due to its newly implemented Zero Waste Initiative, which aims to eliminate all waste from resort Food and Beverage outlets with recycling, reusing and composting programs. During the inaugural year of the initiative, the resort saw a 62 percent landfill diversion rate and a 73 percent diversion rate from recycling.

CHAMPAGNE POWDER OUTLOOK

What It Means for Steamboat: Climate data supports optimism for a snowy 2010-11 winter. "We're expecting a strong La Niña, and the last strong La Niña treated Steamboat pretty well," National Weather Service meteorologist Joe Ramey said. That was the winter of 2007-08, when the Steamboat Ski Area recorded a record 489 inches of Champagne Powder® snow at mid-mountain. La Niña's influence on weather patterns in North America is driven by cooling of ocean temperatures at the surface in the east-central Pacific. La Niña weather patterns tend to favor the Northern Rockies with winter precipitation, with Steamboat and the Park Range are just far enough north to catch the southern end of the La Niña storm track.

STEAMBOAT UNBRIDLED

This past summer, the focus of the Steamboat Springs Redevelopment Authority's \$21 million investment centers on deep utilities through the base area, which pave the way for the completion of Promenade hardscape, the day lighting of Burgess Creek and associated landscaping in 2012.

The highly anticipated base area promenade, a large public plaza connecting the Gondola Plaza to Ski Time Square, and the day lighting of Burgess Creek will provide a year-round pedestrian walkway around the base of the ski mountain. This will connect Steamboat's distinctive resort amenities of shopping, dining, accommodations and transportation.

You can view this exact page online and link to Steamboat using this URL: www.skiernews.net/ColoSkiTown1-2011.pdf

For more information or to book your fantastic journey to Steamboat's Champagne Powder, log on to Steamboat's website via an easily found link on the homepage of www.skiernews.com or directly through www.steamboat.com

You can also call for reservation info at 1-877-279-2628.