

STEAMBOAT CONTINUES to EXPAND GUEST EXPERIENCE in SKI TOWN U.S.A.® for 2011-12 WINTER SEASON

STEAMBOAT SPRINGS, CO – The Steamboat Ski Resort stamped ahead with an array of on mountain improvements designed to enhance the overall resort experience for the 2011-12 winter season. “When you match our on-mountain and base area improvements with the resort’s industry leading guest service, family programs and predicted return of La Nina snows again this winter, Steamboat is poised for a great ski season,” stated Chris Diamond, president and chief operating officer of the Steamboat Ski & Resort Corporation. “Over the past six years, we’ve made dramatic improvements to the entire Steamboat experience, particularly in the base area.”

GONDOLA SQUARE PLAZA

Over 100,000 individual pavers now sit above a new sidewalk snow melt system throughout the nearly 20,000 square feet Gondola Square Plaza. The link between the new Promenade and One Steamboat Place, Gondola Square is the primary artery for the ski resort base area, services, gondola and food outlets including the Gondola Joe’s, Bear River Bar & Grill and the Terrace & Umbrella Bar. Forty pallets of old pavers as well as 5,000 square feet of decking were recycled during this major base area project. With 30 feet of Champagne Powder® snow annually, the project will be appreciated by the resort’s guests and snow removal crew.

CABIN BAR AT THE STEAMBOAT GRAND

The latest après ski hot spot just across from the Gondola Square base area, the new Cabin Bar provides the perfect place to grab a quick drink, relaxing snack or comfortable start to dinner. In addition to the new look, Chef Hyslop has recharged the menu with new creations such as his signature Kennebec Chips with Sriracha Aioli, the Deconstructed BLT (pork belly, tomato jam and arugula, charred on a cedar plank), Buffalo Carpaccio and Rocky Mountain Elk Sliders. Guests will never go thirsty with a selection of 140 wines by the bottle, 20 by the glass, 8 beer taps including a savory blend of stout and ale in the popular Black & Tan, and distinctive cocktails.

SNOWMAKING

Even with another 400-inch Champagne Powder® snow season in the books and La Nina posed to return for 2011-12, Steamboat’s state-of-the-art snowmaking system was expanded. With a continued focus on energy efficiency and snow production, seven new high-efficiency, low-energy tower guns have been added to the snowmaking arsenal, bringing the total inventory to 100. The HKD tower guns, which use 30 percent less energy than conventional guns while producing the same amount of snow, are strategically located across the mountain from Storm Peak at 10,372 feet to the base area at 6,900 feet.

In addition, nearly a mile of pipe will be replaced throughout the popular Giggle Gulch beginner area. Part of a multi-year upgrade plan, the new pipe utilizes the latest ductile iron pipe rated to last an average of 50 years. Over the past five seasons, the resort installed more than 75,000 feet, which is 14.2 miles, of snowmaking pipe.

Through comprehensive snowmaking upgrades and efficiencies, the resort has seen a 40 percent improvement in its gallons-per-kilowatt ratio in 2010-11 when compare to 2005-06. These improvements are all designed to further efforts to use less electrical energy and water in production while being more efficient when producing the early season snow base.

GROOMING

A new Prinoth Bison grooming machine, powered by a six-cylinder 355-horsepower engine and able to maintain one of the fastest speeds in the industry, was added to the resort’s fleet for the 2011-12 season. The grooming fleet, which operates in two shifts, resurfaces approximately 585 acres nightly to a premium corduroy finish using 12 grooming machines. Steamboat’s grooming

team has more than 200 years of combined experience with an average tenure of a decade, which truly means the resort gets the best combination of equipment and operators, thereby providing one of the best grooming products in the industry.

RENTAL FLEET

Approximately one third of the resort’s rental equipment fleet is revamped annually. This winter, a selection of the latest equipment from Salomon and Rossignol will be spread across the resort’s Ski & Sport locations in Gondola Square, Sheraton, Ski Time Square, Steamboat Grand and downtown.

AND, THERE IS MORE

The resort replaced the 75,000-pound, 2-mile-long wire haul rope on Storm Peak Express in addition to maintenance work on the Gondola and Bar-UE. Additionally, the company continues its focus on key environmental strategies including its comprehensive Zero-Waste Initiative, adding a Zero-zone in the base area; snowmobile eco-conversion program; and Energy Star Food and Beverage appliance plan. Information Technology upgrades cover hardware, software, telecom operating and wireless networks, intranet and security features as well as moving the entire resort to the new RTP One sales platform. With the initial concept approved by the USFS, the 4 Points Hut remodel plan began in earnest with work on utilities, foundation and construction drawings.

STEAMBOAT UNBRIDLED

The City of Steamboat Springs established a redevelopment authority five years ago to incentivize redevelop-

ment of the resort’s base area. Steamboat Unbridled represents a renaissance to the mountain area, downtown and Steamboat/Hayden Airport that holds true to the heart and soul of Ski Town, U.S.A.® A sweeping array of public improvement projects at the base of the Steamboat Ski Area are putting the finishing touches on an area that people have loved for decades.

STEAMBOAT/HAYDEN AIRPORT

Phase III, the \$9 million and final portion of the overall \$15 million plan, includes a new passenger arrival area, a second baggage carousel, full-service main level restaurant, walkway linking ticketing and bag claim, expanded TSA passenger security entry, improved concessions and passenger amenities including a large gas fireplace and panoramic window views. Overall, 8,436 square feet of terminal space has been created and another 18,000 square feet in the existing terminal were replaced or remodeled and was greeting travelers beginning in November 2011.

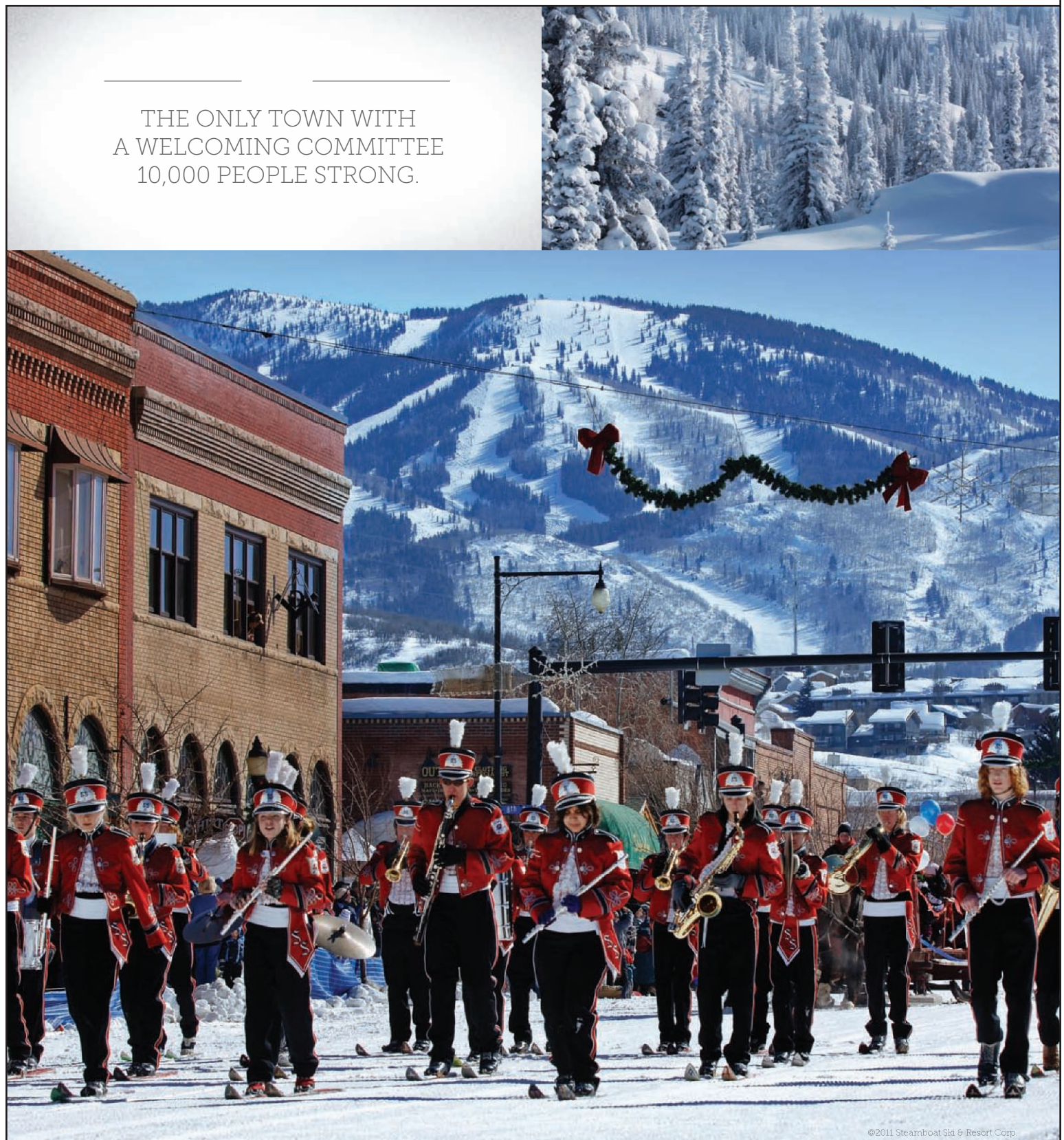
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You can also connect with Steamboat on Facebook at facebook.com/steamboatresort

And you can always call Steamboat at 1-800-922-2722.



It isn't just our world-famous Champagne Powder® snow blanketing our wide-open spaces that draws people to the quaint town of Steamboat. It's also the charming people who call Steamboat home. We're just as well known for our dry, fluffy snow as we are for our welcoming traditions and small town heritage. After all, the place doesn't make the people. The people make the place.

Call Steamboat at 800-922-2722 or visit steamboat.com

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