



PRESS RELEASE

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2009/2010 SEASON PASS UNVEILED AT LOWEST PRICE IN NEARLY DECADE

Steamboat Season Pass Sales Kick Off With New Pre-Season Extravaganza Including New \$100 Deposit and Friends & Family Values

STEAMBOAT SPRINGS, CO-March 31, 2009-With 5 feet of Champagne Powder™ in the past nine days, Steamboat couldn't think of a better time to roll back the price of its 2009/2010 season pass products to the lowest levels in nearly a decade including the 2009/10 Steamboat Adult Season Pass available for \$879 during a new pre-season savings period through June 1st.

"Steamboat knows that value is at the forefront of everyone's mind these days," said Rob Perlman, vice president of sales and marketing for Steamboat Ski & Resort Corporation. "During the new pre-season pass extravaganza, powderhounds are guaranteed the best season pass price of the season and lowest rate offered in nearly a decade. Exclusive savings sweeten the program and make enjoying a season full of Champagne Powder™ snow and nearly 3,000 acres as low as \$6.35 a day."

Starting today, Steamboat Season Passes will be offered at \$879, the lowest level in nearly a decade. The new pre-season saving period is unique because pass holders lock in the special rates with simply a \$100 non-refundable deposit; and, then pay the remainder of the balance by October 1st.

In addition, the pre-season exclusive savings go even further as adult pass holders are eligible to purchase four special \$50 lift tickets for friends and family, valid any day of the 2009/2010 season, as a great way to show off Steamboat's genuine friendliness and authentic western hospitality. Better yet, Ultimize your Steamboat season pass and add unlimited access to both Copper Mountain and Winter Park for just \$40. They're special pre-season perks that are only available until June 1st.

"Steamboat is constantly striving to find new ways to deliver value, value and more value to the Ski Town, U.S.A.® experience," continued Perlman. "This new pass structure offers significant savings and flexibility, especially when considering the scope and quality of the Steamboat mountain experience. The broad variety of savings associated with these passes especially with the value-added specials makes skiing and riding Steamboat extremely affordable."

Again this year, when a parent or legal guardian purchases an adult Steamboat Season Pass or Rocky Mountain Ultimate Pass, one child (12 & under) will receive a FREE child season pass! Key benefits allow pass holders to enjoy additional savings on dining, rentals, Ski & Snowboard School, Guided Gourmet Snowshoe Tour and Steamboat Grand dining all season long.

Merchant Passes are available for Fly Steamboat participants at the \$879 rate during the special pre-season program. Businesses can take advantage of the flexible payment policy and lock in with a \$100 deposit per pass by June 1st, with the balance due in mid-January. No other pre-season benefits are part of the 2009/2010 Merchant Pass program.

Silver Medallion and Super Value Passes also return for the 2009/2010 season and will be available for purchase online starting June 2nd or by calling Steamboat Central Reservations. Silver Medallion and Super Value Passes are not part of the pre-season campaign and the special \$100 deposit and Friends & Family values do not apply.

To purchase your Steamboat Season Pass at pre-season rates, log onto www.steamboat.com/seasonpass or call Steamboat Central Reservations® at 1.877.276.2628. The 47th winter season at Steamboat is expected to run from November 25, 2009 through April 11, 2010. Of course, opening and closing dates are dependent upon weather and subject to change.

	Pre-Season Thru 6/1/09	Early Season 6/2/09-8/14/09	Mid-Season 8/15/09-11/20/09	Regular Season After 11/20/09
Adult (18-69)	\$879	\$999	\$1199	\$1299
Teen (13-17)	\$479	\$539	\$639	\$669
Child (6-12)	\$269	\$299	\$389	\$469
Senior (70+)	\$349	\$429	\$519	\$599
Deposit	\$100	n/a	n/a	n/a
Balance Due	Oct. 1 st	At Purchase	At Purchase	At Purchase
Friends & Family				
Adult Pass	4, \$50 tickets	None	None	None
Senior Pass	2, \$50 tickets	None	None	None
Ultimize Upgrade	\$40	\$60	\$60	\$75
Kids Ski Free (12 & under)	FREE	FREE	FREE	FREE