

SKI REX Returns for Labor Day Weekend

- Everything on sale – discounted up to 70 percent off last season's equipment; new 2016-17 models at reduced pre-season prices
- Ski season kickoff sale being held at six Front Range locations with extended hours
- Epic Passes on sale with pass options that include Whistler Blackcomb and Stowe Mountain Resort, along with five of Colorado's premier resorts and Park City Resort in Utah

Broomfield, Colo., Aug. 14, 2017 – Once again, Labor Day weekend in Colorado will have avid skiers and snowboarders gearing up for the upcoming ski season. SKI REX, Colorado Ski & Golf's annual "monster-sized" sale will have closeout deals of up to 70 percent off on skis, snowboards, and boots plus up to 40 percent off outerwear and accessories. Along with the big tent at the Aurora location to accommodate all the merchandise, the same deep discounts will be available at all Colorado Ski & Golf locations including Arvada, Littleton, Park Meadows, Colorado Springs and Boulder Ski Deals.

This year's SKI REX sale kicks off Friday Sept. 1 at 8 a.m. at all locations with discount pricing available through Sunday, Sept. 17. Preferred customers who register online prior to the sale can attend the early bird sales event on Thursday, Aug. 31.

The deepest discounts are offered on equipment from the past two seasons that have been accumulated from factory overruns, closeouts, and unsold inventory from other regions. SKI REX continues to be the "go to" sale for pre-season selection and pricing.

SKI REX is also the ideal time to outfit children and teenagers since the same deep discounts are available on equipment, clothing and accessories for kids from toddler-sized on up. The hot deals stay cool with the air conditioning under the big tent in the Aurora Colorado Ski & Golf parking lot.

MORE THAN A SALE

SKI REX is also the most convenient time for parents to sign up for Junior Trade, a convenient and affordable ski/snowboard exchange program for young skiers and riders. The program provides deeply discounted prices on full set-ups (skis, bindings, poles, boots, safety check) for both new and used equipment for children and teens who take advantage of this annual update program. The advantage: annual exchange of equipment "grows" with the kids allowing them to be in the right-sized boots and right sized ski or snowboard. The cost for the entire first season on used equipment starts at \$99.99 or starting at \$199.99 for a brand new equipment set-up. For every subsequent season the child participates in Junior Trade through Colorado Ski & Golf, customers get a 50 percent in-store credit on their initial purchase price towards updated and re-fitted gear. Early birds do get the widest selection of sizes and brands. The program is available to youth snowboarders at a slightly higher price.

"Junior Trade is such a crucial program for many Colorado families so last year, we nearly doubled our supply of kid-sized equipment to better meet the growing demand and so that we can help outfit even more kids," confirms Dustin Hunt, director of operations for Colorado Ski & Golf. "Parents appreciate having the option of new or used equipment and they really appreciate what a great deal it is for growing kids year after year," he added.

THE GUARANTEE: All SKI REX purchases include the Colorado Ski & Golf guarantee of complete satisfaction. SKI REX prices are guaranteed the lowest in the nation. If shoppers find a lower price on a sale item anywhere else, Colorado Ski & Golf stores will beat it.

SEASON PASS SALES: A variety of season passes and lift ticket options are also available during SKI REX. A local's favorite, the [Epic Local Pass](#) provides unlimited and unrestricted days at Breckenridge, Keystone and Arapahoe Basin with limited restrictions at Park City, Heavenly, Northstar and Kirkwood, plus 10 total days at Vail, Beaver Creek, Whistler Blackcomb, and Stowe Mountain Resort with holiday restrictions. At \$639, this pass pays for itself in four days. A child's pass (ages 5-12) is \$339.

EPIC SCHOOL KIDS: All Colorado kids from kindergarten to fifth grade can also take advantage of the **free** 2017-2018 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 through Sunday, Oct. 9. For additional information, visit www.epicschoolkids.com/colorado.

SKI Rex Labor Day weekend hours at all locations:

- Thursday Aug. 31 from 8 a.m. to 8 p.m.
- Friday, Sept. 1 from 8 a.m. to 8 p.m.
- Saturday, Sept. 2 from 8 a.m. to 8 p.m.
- Sunday, Sept. 3 from 10 a.m. to 6 p.m.
- Labor Day Monday, Sept. 4 from 10 a.m. to 6 p.m.

SKI REX sale prices remain in effect through Sunday, Sept. 17 at all these stores:

- Colorado Ski & Golf - 2650 S. Havana, Aurora
- Colorado Ski & Golf - 7715 Wadsworth, Arvada
- Colorado Ski & Golf - 8100 W. Crestline, Littleton
- Colorado Ski & Golf - 2454 Montebello Square Drive, Colorado Springs
- Colorado Ski & Sports - 8691 Park Meadows Center Drive, Park Meadows
- Boulder Ski Deals - 2525 Arapahoe Avenue, Boulder

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

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About Vail Resorts Retail

Vail Resorts Retail operates more than 230 specialty stores in and around owned and operated Vail Resorts: Vail, Beaver Creek, Whistler Blackcomb, Breckenridge, Keystone, Heavenly, Northstar, Kirkwood, Mid-West Afton Alps, Mt. Brighton, and Wilmot mountains. 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.

About Vail Resorts, Inc. (NYSE: MTN)

Vail Resorts, Inc., through its subsidiaries, is the leading global mountain resort operator. Vail Resorts' subsidiaries operate 11 world-class mountain resorts and three urban ski areas, including Vail, Beaver Creek, Breckenridge and Keystone in Colorado; Park City in Utah; Heavenly, Northstar and Kirkwood in the Lake Tahoe area of California and Nevada; Whistler Blackcomb in British Columbia, Canada; Perisher in Australia; Stowe in Vermont; Wilmot Mountain in Wisconsin; Afton Alps in Minnesota and Mt. Brighton in Michigan. Vail Resorts owns and/or manages a collection of casually elegant hotels under the RockResorts brand, as well as the Grand Teton Lodge Company in Jackson Hole, Wyo. Vail Resorts Development Company is the real estate planning and development subsidiary of Vail Resorts, Inc. Vail Resorts is a publicly held company traded on the New York Stock Exchange (NYSE: MTN). The Vail Resorts company website is www.vailresorts.com and consumer website is www.snow.com.

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