

Heavenly and Kirkwood Season Extension Q&A

March 26, 2012

Q: What's being announced?

A: Thanks to snowfall resulting from the recent storm, Heavenly and Kirkwood are extending their respective ski and snowboard seasons.

Q: Why?

A: It's no secret that this has been one of the most challenging seasons on record and we wanted to reward our loyal pass holders by extending the season two more weekends. We're also giving new 2012-13 pass holders the ability to have their pass pay for itself before next season even starts.

Q: So what are the new dates?

A: Heavenly's closing day was slated for April 15, 2012. After that date, the resort will shut down during the week, and re-open Friday through Sunday the weekends of April 20 - 22, 2012, and April 27 - 29, 2012, weather and conditions permitting. Kirkwood will keep the same weekend-only schedule as long as snow conditions will support skiing and snowboarding.

Q: How many extra days can I get?

A: At Heavenly, you'll have as many as six days available, and at Kirkwood, you'll have at least six available and most likely more. These estimations were calculated based on the number of days the resorts plan to operate, and are dependent on weather and conditions supporting skiing, snowboarding and lift operations.

Q: What lifts will be open?

A: Heavenly's operation will include the Heavenly Gondola, Tamarack Express and Dipper Express, with a limited expert-only operation at Gunbarrel Express. The Gondola operation will run from 9am to 4pm (no weekend hours) and the Gunbarrel operation will run from noon to 4pm.

Kirkwood plans to operate Chair #6 (Cornice Express) and Chair #10 (Wagon Wheel).

Q: What else can I do on the mountain?

A: Sightseeing will be available at Heavenly at an adult lead rate of \$32. All Adventure Peak activities will remain closed.

Q: Can I take a lesson?

A: Ski and Ride School won't be offered at Heavenly or Kirkwood during the extended operations.

Q: Where can I get something to eat?

A: Tamarack Lodge will offer its full operation with a "spring" menu. East Peak Lodge will initially open with the outdoor BBQ, bar and bathrooms. Operations will run from 10am to 3:30pm. There are no

plans to operate Unbuckle après parties at Tamarack during the extended period. The west bathrooms (near the Season Pass office) will be available in the California Lodge. Kirkwood will run limited F&B operations in the Village.

Q: How do I get tickets?

A: Lead rate tickets will be priced at \$56 for adults. The Gondola will operate the ticket window Friday through Sunday to support walk-up guests. Season Pass offices at the Gondola and the California Lodge will operate seven days per week through May 1. The ticket windows in California will not be open, all walk-up guests will be directed to the Season Pass office.

Q: Can I rent skis or a snowboard?

A: All rental services will be run through the Marriott Heavenly Sports location in the Heavenly Village. There will be no rental operation in California. Heavenly Sports in the California Lodge will be open Friday through Sunday, and they are selling off their demo fleet of skis. Kirkwood will run limited rental and retail operations in the Village.

Q: How will season passes work?

A: Existing season passes will operate as designed (Saturdays blacked out at Kirkwood for Tahoe Value Pass holders). New 2012-13 passholders will receive one free day in April, and then all eligible days in the extended operation. People who have put \$49 down for the 2012-13 pass will not receive additional skiing or riding privileges until they are paid in full. For more information about buying a 2012-13 season pass, please visit www.epicpass.com.

Q: What are my pass options?

A: New for 2012-13, the <u>Tahoe Local Pass™</u> offers skiing and riding seven days a week to Heavenly, Northstar and Kirkwood for \$419. The Tahoe Local Pass includes access on Saturdays at all three Tahoe resorts with limited holiday restrictions and \$50 pass holder tickets available for purchase during blackout dates. Priced \$80 less than last year's comparable Epic Local Pass, the Tahoe Local Pass pays for itself in just over four days.

The <u>Tahoe Value Pass™</u>, available for \$379, includes skiing or riding seven days a week at Heavenly and skiing or riding at Northstar and Kirkwood on Sunday-Friday, with all Saturdays blacked out. Holiday restrictions apply, but pass holders can purchase a \$50 ticket to any of the three resorts on restricted dates. In less than four days of skiing or riding, the Tahoe Value Pass pays for itself.

<u>The Epic Pass™</u>, the best season pass deal in the ski industry, offers unlimited, unrestricted skiing at Vail, Beaver Creek, Breckenridge, Keystone, Heavenly, Northstar, Kirkwood and Arapahoe Basin for \$659. The Epic Pass pays for itself in less than six days on the mountain.

<u>Epic 7-Day™</u> pays for itself in less than five days and is ideal for people who don't plan to ski more than seven days. The Epic 7-Day gives skiers and snowboarders a total of seven unrestricted days of skiing at Vail, Beaver Creek, Breckenridge, Keystone, Heavenly and Northstar, plus Arapahoe Basin anytime during the season for a price of \$509.

A Kirkwood-only pass will also be announced at a later date.

Q: I have more questions. Who should I call?

A: For all questions regarding the extension of the seasons at Heavenly and Kirkwood, please call 1.800. Heavenly extension 2253 to speak with our ticket office.