



PRESS RELEASE

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THE STEAMBOAT KIDS’ VACATION CENTER RANKED THE BEST IN THE BUSINESS

STEAMBOAT SPRINGS, CO-Winter 2007/2008-Could your child be the next Billy Kidd, Travis Mayer, Caroline Lalive, Nelson Carmichael, Deb Armstrong or Shannon Dunn? There’s no better place to start them on their way than through the Steamboat Ski & Snowboard School and Kids’ Vacation Center.

“Steamboat’s family programs have been recognized nationally including most recently by SKI Magazine as the #1 Family Resort in the West for the fifth consecutive season,” said Jim Schneider, vice president of skier services for Steamboat. “When you factor in the breath of programs and options dedicated exclusively to families/kids, you won’t find a better resort for families than Steamboat.”

Even before unveiling its revolutionary Steamboat MountainWatch technology, Steamboat has a national reputation for the best children’s programs in the country and has been ranked the #1 Family Resort in the West by *SKI Magazine* for five consecutive years.

KIDS’ VACATION CENTER: (800) 299-5017/(970) 871-5375

The Kids’ Vacation Center (KVC) One-Stop Check-In Center allows parents to purchase clinics, equipment rentals and lift tickets for their children all in one location. KVC maximizes the amount of time you have on the slopes with check-in beginning at 8:15am and picked up at 3:00pm and no later than 4:00pm for daycare participants. Whether they’re a recent arrival to skiing or an experienced skier, taking care of our littlest guests has always been a priority at Steamboat.

Jackalopes Ski Weeks 5-6 years	<p>This program is designed for eager 5- to 6-year-olds that have the desire and stamina to ski five full-days with new friends! The Jackalope Ski Week package includes five all-day clinics (Monday-Friday), a treasure hunt, a race and race ribbon and a colorful Steamboat T-shirt. Participants are grouped by ability and remain with the same instructor for the week.</p> <p>This package includes a lift ticket good during clinic times and for one run at the end of each day’s session. All Jackalopes will ride the chairlifts with an adult. For those interested in taking a day off mid-week, we recommend the Sundance Kids program or three all-day clinics. Cost for the Jackalopes Ski Weeks is \$500 and runs from 9am-2:45pm during the following times: Dec. 24-28; Dec. 31-Jan. 4; Feb 18-22; March 10-14, 17-22 and 24-28. Reservations a must!</p>
Sundance Kids 4 years-Kindergarten	<p>Aspiring young skiers are provided with the best coaching and facilities. These skiers are provided with special clinic areas and lifts at the beginning level, while using low kid-to-instructor ratios so special attention is given. More advanced groups have access to all terrain. All-day goes from 9:00am-3:00pm (w/lunch): \$110 (value season) & \$117 (regular season). Sundance Kids do not need lift tickets, but must provide their own equipment. Reservations a must!</p>
Mavericks 3 ½ -4 years	<p>Full-day group clinics for our younger skiers. Operates in a similar fashion to Sundance Kids, with smaller group sizes, a little less ski time (two one-hour sessions) and a lot of fun! All Mavericks must be willing to ski and be fully potty-trained. All-day (w/lunch) goes from 9:00am-3:00pm and cost \$110 (value season) and \$117 (regular season). Parents must provide equipment. No lift ticket required. Reservations a must!</p>
Buckaroos 2 years-3 ½	<p>Buckaroos participants enjoy all-day childcare and a one-hour private ski clinic. All-day-9:00am-3:00pm. All-day (includes private lessons & lunch): \$245 (value season) & \$260 (regular season). Ski equipment included. No lift ticket required. Reservations a must!</p>

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Indoor Childcare

Kiddie Corral
6 months-6 years

Professionals provide kids in this program with excellent childcare. Each childcare room provides age-appropriate activities and lots of fun. All-day Kiddie Corral runs from 8:30am-4:00pm and half-day programs from 8:30am-12:00pm or 12:30pm-4:00pm. Parents must provide meals for children under 18 months old.

Half-Day	\$78.....	\$82
Full-day	\$97.....	\$104

KIDS' ADVENTURE CLUB AT NIGHT: (800) 299-5017/(970) 871-5375

Kids' Vacation Club offers a Kids Night Out for kids, ages 5 years through 12 years (young teens also welcome), every Wednesday through Saturday evening from 6:00pm–10:00 pm, Dec. 14-Jan. 5 & Feb. 15-23 & March 7-28, 2008. Located in the Kids' Vacation Center, KAC offers a camp environment with supervision, snacks, games, movies, and rest time. Children will be involved in a variety of activities. Reservations required by 4:30pm of the requested date. Walk-in guests accommodated on space available basis. Includes pizza/snacks.

Kids' Adventure Club..... \$55/child

Kids' Adventure Club at Night – New Years Eve Special

Join us on this special evening from 6:00 p.m. – 12:30 a.m., Dec. 31st – New Years Eve! In addition to the normal camp environment with supervision, snacks, games, movies, and rest time, children may ride the Gondola, watch Torchlight parade and Fireworks, and become involved in a variety of activities. Reservations required by 4:30 p.m. of the requested date. Walk-in guests accommodated on space available basis. Includes dinner/snacks.

Kids' Adventure Club..... \$ 75/child

SPECIAL TECHNOLOGY, KIDS-ONLY AREAS, LIFTS & PROGRAMS:

Steamboat MountainWatch: Unveiled during the 2004/05 season, this program continues to set Steamboat apart as the only ski resort in the world to offer this level of service and convenience for every child in the resort's Ski & Snowboard School program. The device allows the resort to monitor children in its Kids' Vacation Center programs while providing the peace of mind for parents to completely enjoy their day on the slopes without worrying about the kids.



Rough Rider Basin: Steamboat's Rough Rider Basin is a kids-only zone. It's a taste of the Wild West, including teepees, a log cabin playhouse and the Fort Rough Rider picnic area. With its own surface lift and terrain features, Rough Rider Basin is a complete environment for kids. Remember--a child must accompany adults!

Kids-Only Lifts: We make learning to ski easy for young kids, with our special Kids' Vacation Center beginner lifts. Our three magic carpets are state-of-the-art conveyor lifts and have revolutionized kids' programs by quadrupling the number of runs most kids take per hour. Steamboat's Rough Rider surface lift, exclusively services Rough Rider Basin.

Kids/GrandKids Ski Free: Steamboat pioneered the first Kids Ski Free™ program back in 1982, setting the standard in the industry. Steamboat's Kids/GrandKids Ski Free programs, valid the entire season, enable children 6-12 years of age to ski free the same number of days as their parents or grandparents when a parent or grandparent purchases a 5-or-more-day lift ticket. This offer is on a one-to-one basis, with one free child per paid adult.

Kids Rent Free: This program enables children 6-12 years of age to rent FREE the same number of days as their parents when a parent purchases a 5-or-more-day rental. This offer is on a one-to-one basis, with one free child per paid adult.

Family Private Clinics: Imagine you could spend time together as a family and build memories you'll cherish for a lifetime, all while skiing or riding one of North America's top resorts. Steamboat's new Family Private program offers all-day and half-day private clinics for the entire family! Each member of the family will gain maximum benefit as Steamboat's instructors develop your family clinic to meet specific needs and goals. The personal attention you receive with a private is the quickest way to improve your technique. It is recommended that all participants be of similar skiing/riding level and all children be in 1st grade at a minimum.

Family Season Pass Program: During last season, more than 1,000 kids were able to take advantage of Steamboat's Family Season Pass Program, now entering its 22nd season. For each parent or legal guardian purchasing a Steamboat Adult Season Pass, one child, 12 or under, in the same family will receive a FREE Steamboat Season Pass. Each additional child ages 6-12 in the same family can purchase a Season Pass for \$248 per child (\$30 for ages 5 & under). Teens in the same family will receive a \$42 savings on a teen pass (ages 13-17) when mom or dad purchases an Adult Season Pass by 11/15/07. Family Pass Programs apply to parents or legal guardians of eligible kids.

Rocky Mountain Ultimate Pass: For those seeking unlimited access to Intrawest's Colorado resort of Steamboat, Copper Mountain and Winter Park, they can get it with the brand-new Rocky Mountain Ultimate Pass - all the access they want, whatever resort they choose, all season long. The Ultimate Pass provides access to Steamboat's legendary Champagne Powder[®] snow and world-class family programs; Mary Jane's world-renowned moguls; Copper's one-of-a-kind naturally divided terrain; and much more. Between the three resorts, Ultimate Pass holders will enjoy a total of 433 trails, 8,510 acres, and over 9,300 vertical feet of terrain. As an additional benefit, for every adult Ultimate Pass purchased, families will be allowed to receive one child's (12 and under) Ultimate Pass FREE.

In Room Rental Fitting— Perfect for families...you don't even have to leave the room! Steamboat's friendly and knowledgeable staff will visit your room/condo for a personalized rental equipment fitting. Your equipment will be waiting for you at Steamboat Ski Rental or Steamboat Ski & Sport, when you are ready to hit the mountain.

Monster Kids: Steamboat's kids' only website is www.steamboat.snowmonsters.com. Find out all about the mountain from the Snowmonsters and what you can expect on the slopes during your families' visit.

Terrain Park: Steamboat's terrain park, serviced exclusively by its own chairlift features fun terrain for all ability levels spread over 11.8 acres, an outdoor sound system, professional designed rails and Mini-Mav, a miniature version of the superpipe with ten-foot walls, perfect for young riders.

S-Zone Specialty Store: FOR KIDS ONLY! This is a kids-only specialty store located on the lower level of the Gondola Building and features everything the youngest member of the family might need on the slopes. Goggles, mittens, gloves and specialty gifts all designed with the youngest skiers and riders in mind.

MISCELLEANOUS

RESERVATIONS: Reservations are required for all Kids' Vacation Center programs, 800-299-5017/970-871-5375. Reservations must be canceled or rescheduled 48-hours before the scheduled time, to avoid a charge. Check-in opens daily at 8:15am. Expedite arrangements and avoid lines by taking advantage of our direct purchase advance sales program.

BE PREPARED-Use good equipment and keep it in good condition. Dress appropriately and for the prevailing conditions. Recent studies show that helmets, along with good common sense and judgment, can help reduce the risk of some serious injuries. Notice how many individuals and family groups are using helmets today. Helmets are available for purchase/rental at many locations. We encourage you to consider and evaluate their use for yourself and/or your family. Steamboat supports the National Ski Areas Association's *Lids on Kids* initiative.

Dates for Value & Regular Season Pricing

- Value Season: Nov. 22–Dec 20, 2007 & March 31–April 6, 2008
- Regular Season: Dec. 21, 2007 – March 30, 2008

Note: All KVC dates, prices, clinic times and programs are subject to change without notice.

-www.steamboat.com-