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CHILI PEPPER & BREW FEST TICKETS NOW ON SALE REGIONALLY Ten City Market locations from Grand Junction to Breckenridge promoting event

Snowmass Village, CO (May 15, 2008) – Music, chili and brew lovers can now purchase tickets throughout the region for the fifth annual Chili Pepper & Brew Fest, which kicks off the Aspen/Snowmass summer June 6-8, 2008. In addition to physical traditional locations throughout the Roaring Fork Valley, tickets will be on sale for the first time ever in City Markets from Grand Junction to Breckenridge.

“We wanted to make it as easy as possible for festival attendees both regionally and in the Roaring Fork Valley to physically purchase tickets to this popular festival,” says Susan Hamley, marketing director for Snowmass Village. “Everyone shops at City Market, so now they’ve got a one-stop shopping opportunity to pick up festival tickets as well.”

Also new this year is a special promotion with the Boulder Hot Sauce Company which includes a grand prize weekend getaway to Snowmass for the festival. Those purchasing specially-marked Boulder Hot Sauce bottles at City Market and King Soopers around the state are eligible for the sweepstakes which will be chosen May 28.

The Chili Pepper & Brew Fest, which annually draws crowds up to 7,000-strong and is expected to sell out, offers the opportunity to sample world-class chili and microbrews while taking in the music of this year’s acts, including Stephen Marley and Lyrics Born on Friday and Dr. John and The Neville Brothers on Saturday. On Sunday, amateur chili cooks and homebrew enthusiasts are invited to compete in regional competitions as well.

GENERAL INFORMATION:

Physical locations to purchase tickets include City Markets in Grand Junction (2770 Hwy 50), Breckenridge, Eagle, Newcastle, Vail, Rifle, Glenwood Springs, El Jebel, Carbondale, and Aspen, The Daly Bottle Shop and Sundance Drug & Liquor in Snowmass, Great Divide Music (Aspen), Sounds Easy (Carbondale), and Glenwood Music. Tickets also are available online at www.snowmasschiliandbrew.com.

Festival Pass: only \$15 on Friday or \$20 on Saturday. Includes access to the outdoor concerts on Fanny Hill and food, beer, and wine concessionaires.

Party Pass (for ages 21 & up): \$25 on Friday and \$30 on Saturday. Includes unlimited access to the microbrew tastings and to sampling five different types of chili each day.

Weekend Party Pass (the best value): This \$50 weekend Party Pass allows unlimited access to microbrews and five chili samplings.

Children 12 and under are admitted free.

Specials:

Come for the festival and enjoy a massive mountain of possibilities, from shopping and dining to hiking and mountainbiking. Rent a bike at participating shops, show your festival ticket and the chairlift ticket's on us. Lodging specials start at \$40/person at www.snowmasschiliandbrew.com or by calling 1.800.SNOWMASS.

The resort town of Snowmass Village, Colorado, is located in the heart of the Elk Mountains 9 miles from Aspen, Colorado. Snowmass offers diverse lodging and daily activities for families, adventurers, and couples. For a summer media guide of this popular mountain destination, please visit www.snowmasspress.com. For general information, visit www.snowmassvillage.com or call 1-800-SNOWMASS

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