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ASPEN SKIING COMPANY UNVEILS THE \$17 MILLION TREEHOUSE KIDS' ADVENTURE CENTER AT SNOWMASS BASE VILLAGE *The Largest Single Capital Project To Date*

Aspen/Snowmass, CO, March 27, 2007 – Aspen Skiing Company unveils The Treehouse Kids' Adventure Center at Snowmass base village. This \$17 million project is the largest capital project the company has developed in its history and will open in November for the 2007-2008 season.

Snowmass has undergone a renaissance in the last two years with on-mountain and ski area facility improvements, totaling over \$45 million (including summer 2007). Improvements include the Village Express six-pack lift and Sky Cab gondola in the 2005-2006 season and the new Elk Camp Gondola for the 2006-2007 season. For the 2007-2008 season the new Elk Camp Meadows beginner's area will debut at the top of the Elk Camp Gondola with a new quad chair, two new surface lifts and six acres of terrain exclusively dedicated to beginners. The entire base village project is slated for completion in 2011.

The focal point of the new Snowmass base village development will be the two-story, 25,000-square-foot Treehouse Kids' Adventure Center located at the intersection of the three new lifts on Fanny Hill.

As the focal point for kids' programming at Aspen/Snowmass, The Treehouse stands as the first of its kind in the snowsports industry, boasting a family-friendly climbing gym, teen activities, kids' retail and a host of themed rooms for ages eight weeks and older. The Treehouse will be easily accessible from anywhere in Snowmass with short-term and underground parking, free shuttle buses, ski-in/ski-out access on Fanny Hill and service to the upper slopes, lodges and Snowmass Village Mall via the Sky Cab gondola. In addition, Ski & Snowboard Schools check-in, rental, retail and family après entertainment will be consolidated all under one roof.

"The Treehouse Kids' Adventure Center in Snowmass is the centerpiece of the renaissance of Snowmass and will take the family experience to an entirely new level," said David Perry, Senior Vice President, Mountain Division, Aspen Skiing Company. "This interactive facility will combine the award winning Ski & Snowboard Schools of Aspen/Snowmass with a children's museum-like playground, giving kids a one-of-a-kind journey while offering parents convenience and ease."

"This facility is linked to a system of seven new lifts, including kid-friendly gondolas and magic carpets, to provide a seamless on-mountain learning experience for people of all ages and levels," continued Perry. "Next winter's Elk Camp Meadows beginner's area at the top of the Elk Camp Gondola will provide a centralized and exclusive section of the mountain for beginners of all ages."

The Treehouse Kids' Adventure Center Experience

As the new hub of ski and snowboard learning, The Treehouse brings the outdoors inside, inviting children to begin their alpine journey through hands-on, interactive activities. Whether nestled in the colorful Butterfly Room, wriggling in the Fox Den, jumping in Trout Haven or crawling through Beaver Lodge, each room's design is tailored for a specific age group.

Eagle Peak, a wide open, multi-purpose room will be the center of activity for families and kids of all ages. It will house the rental shop, overnight ski/snowboard storage, full kitchen and cafeteria, and a large space for group entertainment such as themed teen and family nights. Eagle Peak is located on the plaza level with direct access to the slopes. The convertible roof will be used for an après and evening activity zone.

The Alpine Climbing Room features a custom-designed children's museum, Aspen Leaf Climber climbing wall and Nature Shack. This room gives children the opportunity to climb and explore, exercising their bodies and minds while focusing on the mountain environment and the area's mining history.

The Bear Den, designed specifically for three- and four-year-olds, hosts a puppet show theater, a napping loft and offers age-appropriate interactive games.

"With The Treehouse, Aspen/Snowmass has an opportunity to provide incredible guest service and top-notch programs for kids that are second to none in the industry's best environment," said Sue Way, Director of Children's Programming, Aspen Skiing Company. "The facility incorporates safety, learning and fun while supporting the company's core values of rejuvenating the mind, body and spirit."

The future base village will also feature a 15,000-square-foot conference space, 64,000 square feet of new shops and restaurants, a community aquatic center, a 246-unit conference hotel, The Little Nell at Snowmass, and 359 condominiums.

Aspen Skiing Company operates four destination mountains – Snowmass, Aspen Mountain, Aspen Highlands and Buttermilk – and is the home of the ESPN Winter X Games through 2010. Aspen/Snowmass also offers unparalleled nightlife and off-slope activities as well as four award-winning Ski & Snowboard Schools. Aspen/Snowmass is accessible by two of the most convenient airports in the mountains – Aspen/Pitkin County Airport (3 miles from Aspen) and Eagle County Airport (70 miles from Aspen). For more information on Aspen/Snowmass, please call 800/525-6200 or 970/925-1220, or visit the company's website at www.aspensnowmass.com.

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