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ASPEN/SNOWMASS' BUD LIGHT SPRING JAM ANNOUNCES NEW HI-FI CONCERT AND EVENT SCHEDULE, MARCH 22 - 25, 2007

A Festival Featuring Competitions, Clinics, Concerts and Parties

Aspen/Snowmass, CO, March 13, 2007... The 7th Annual Bud Light Spring Jam heats up Aspen/Snowmass March 22-25, combining new school competitions, concerts and parties. To add to the fun, a sixth free Bud Light Hi-Fi Concert will be held in Snowmass on Sunday, March 3/25 featuring great reggae acts including The Melodians, Yami Bolo with Yellow Wall Dub Squad. All outdoor events and activities are free and open to the public, schedule is subject to change.

For the recently added sixth free Bud Light Hi-Fi Concert check out reggae après fun on Sunday at the end of the Snowmass Village Mall. The Melodians are one of Jamaica's greatest Rocksteady groups, cutting a series of classic singles during the late '60s and early '70s that included the internationally famed "Rivers of Babylon" and "Sweet Sensation". Yami Bolo, called "the freshest roots and culture artiste springing out of the pack in Jamaica today," has torn up crowds all over the world and is not stopping. The Melodians and Yami Bolo will be backed by the Yellow Wall Dub Squad.

"This is by far the best entertainment line-up we have had for Bud Light Spring Jam," said John Rigney, Vice President Sales and Events, Aspen Skiing Company. "I think guests and locals are in for an incredible treat."

Thanks to new partnership between Aspen Skiing Company and the Aspen Art Museum, multi-media presentations will be seen on large screens throughout the weekend's events, adding to the entertainment.

THURSDAY, MARCH 22

Noon – 3 p.m.

FREE—Terrain Park Bootcamp for Beginners at Snowmass on Fanny Hill So you've seen the action at the X Games and Aspen/Snowmass Open and are now asking yourself "How can I learn to do that?" We've got just the answer for you. Fanny Hill features a bootcamp-style training ground where you can learn to throw down tricks like your favorite pros. Never-ers can learn to slide rails or hit their first mini air jump under the watchful eye of elite local and regional coaches. Just show up anytime between noon – 3 p.m. at the Bud Light Spring Jam Terrain Park Bootcamp located on Fanny Hill. Open to terrain park rookies ages 13 & older. Helmets are required as well as a valid lift ticket or pass.

7p.m. – 8:30 p.m.

Bud Light Hi-Fi Concert featuring JJ Grey and MOFRO on Snowmass Kick off the Spring Jam weekend with another energetic Bud Light Hi-Fi concert featuring the Southern band, **JJ Grey & MOFRO**, mixing the sounds of funk, blues, country and Dixie rock. This southern group has performed at Bonnaroo and opened for Widespread Panic, Ben Harper, Galactic, B.B. King and Jeff Beck. The concert will take place in Snowmass at the end of the Snowmass Mall.

10 p.m. – 2 a.m.

Kick Off Party – Belly Up in Aspen Continue the fun with JJ Grey and MOFRO in the intimate concert venue, Belly Up. With \$2.50 Bud Light specials, the Belly Up is the place to be Thursday night. For ticket information visit www.bellyupaspen.com.

FRIDAY, MARCH 23

2 p.m. – 3:30 p.m., fireworks at 8 p.m.

Bud Light Big Air Competition at Snowmass Check out the high flying excitement of the Bud Light Big Air Competition on Fanny Hill from 2 p.m. – 3 p.m. The entertainment continues with live music on the Snowmass Mall from 3 p.m. – 4:30 p.m. Top off the night with fireworks over Fanny Hill at 8 p.m.

8:15 p.m. – 11:00 p.m.

CORE Party at Cooper & Galena Streets in Aspen featuring Ozomatli

The heart of downtown Aspen becomes a lively celebration of spring when Core Party hits the streets. The energetic group Ozomatli, a ten member band playing a mix of Latin, hip-hop, rock, salsa, funk, reggae and jazz, will be the focal point of this year's fun.

SATURDAY, MARCH 24

1 p.m. & 2:30 p.m.

NEW! Red Bull/SCS Sled Style Demo on Velvet Falls on Snowmass

Come out to Snowmass to witness the aerial antics the Red Bull/SCS snowmobile athletes. They will be pulling tricks on 500 pound machines over 55 and 75 foot gaps. Get your blood pumping and adrenaline running at this high octane event. Free foot traffic is permitted on the Burlingame lift.

7 p.m. – 8:30 p.m.

8th Annual KickAspen Big Air Invitational at Aspen Mountain

One of the most anticipated events of the year, the KickAspen Big Air showcases the best regional ski and snowboard athletes competing under the lights at the base of Aspen Mountain for \$7,000 in prize money. Prize giveaways, beer garden, and a DJ will round out the action at Gondola Plaza.

Sunday, March 25

Noon – 2 p.m.

Snowmass Rail Revolution

The Snowmass Rail Revolution on Fanny Hill features top athletes competing for cash as they hit the Smith Rail Limo and toss out crazy tricks that will entertain people of all ages. Stop by Fanny Hill for live DJ, games and prize giveaways.

2:00 p.m. – 4 p.m.

NEW! Sixth Bud Light Hi-Fi Concert – Fanny Hill at Snowmass

Wrap up the perfect weekend with an après concert at the end of the Snowmass Mall. A reggae celebration featuring The Melodians, Yami Bolo with Yellow Wall Dub Squad, will entertain Spring Jammers of all ages.

Aspen Skiing Company would like to thank the following sponsors of Spring Jam – Bud Light, AmEx, Town of Snowmass Village, Nissan, Gore-Tex®, Green Mountain Coffee Roasters, Verizon Wireless, Salomon, Smith Optics, RLX, KSPN, and ResortQuest.

Aspen Skiing Company operates the four mountains in the Aspen/Snowmass area - Snowmass, Aspen Mountain, Aspen Highlands and Buttermilk - as well as the award-winning Ski & Snowboard Schools of Aspen/Snowmass. The area offers unparalleled nightlife and off-slope activities as well.

Aspen/Snowmass is accessible by two of the most convenient airports in the mountains - Aspen Pitkin County Airport (ASE) (3 miles from Aspen) and Eagle County Regional Airport (EGE) (70 miles from Aspen). For more information on Aspen Skiing Company, please call 800-525-6200 or 970-925-1220, or visit the company's website at www.aspensnowmass.com.

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