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**SNOWMASS TO HOST THE INAUGURAL GRETCHEN BLEILER
INVITATIONAL, APRIL 4 – 6**

***First-ever all-girls halfpipe contest and photo shoot weekend to take place
during the 8th Annual Bud Light Spring Jam***

Aspen/Snowmass, CO., November 13, 2007 – Aspen Skiing Company and Team Aspen/Snowmass rider and Olympic silver medallist Gretchen Bleiler will host the inaugural Gretchen Bleiler Invitational at Snowmass on April 4 – 6, 2008, during the 8th Annual Bud Light Spring Jam.

The event will bring the world's best female snowboarders for a competition and photo shoot at the new Snowmass superpipe for cash prizes. The Invitational includes photo and film elements on the hill as well as off-snow activities including spa services, yoga and an environmental workshop for participating athletes.

“Our goal is to create a totally unique, one-of-a-kind event,” says Bleiler. “The girls can compete, win prize money and get shots for magazines and their sponsors, gaining exposure for themselves and our sport in a low-pressure, end-of-the-season environment. It will be a fun, productive and progressive weekend, with the added benefit of building environmental awareness within the industry.”

The Gretchen Bleiler Invitational will be the final event during this year's Bud Light Spring Jam. Spring Jam will extend for three weekends this season, March 21-23, March 28-30 and April 4-6.

“This brand new event adds yet another exciting dimension to our calendar,” says John Rigney, Aspen Skiing Company VP of Sales and Events. “It's a testament to Gretchen, our parks crews and Snowmass, to have the best female athletes in the snowboarding world fired up to be competing in our resort – yet again.”

Spring Jam is the Rocky Mountains' premier spring festival. New school competitions are infused with downtown concerts, parties and core cultural events, attended by top athletes and energized spectators. In addition to the new Gretchen Bleiler Invitational, events will include two FREE Bud Light Hi-Fi Concerts, the 9th Annual KickAspen™ Big Air Invitational at the base of Aspen Mountain and the 5th Annual Core Party in downtown Aspen featuring Super Diamond.

For more information on the 8th Annual Bud Light Spring Jam or any Aspen/Snowmass event please visit www.aspensnowmass.com.

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 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.

StantonShade, Inc. is a women's sports marketing agency focused on promoting female athletes and developing strategic marketing programs around women's sports. Both representing female athletes and working with brands/companies to develop effective sports marketing programs, StantonShade, Inc. is generating awareness and momentum in the women's sports industry.

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