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# NEW PURE PASS & 2010/11 SEASON PASSES UNVEILED FOR STEAMBOAT

*PURE Pass Offers 6 or 15 Day Pass with Special \$39 Reload Days  
Pass Sales Kick Off Again With Pre-Season Extravaganza April 1<sup>st</sup>-June 1<sup>st</sup>*

**STEAMBOAT SPRINGS, CO-March 26, 2010**-Steamboat launched its new PURE Pass in a \$399 6-day and \$699 15-day pass option as well as unveiled 2010/11 season pass pricing today, bringing a broader variety of flexibility, programs and increased value for Steamboat-Ski Town, U.S.A.® guests for the upcoming winter season.

“The new PURE Pass will have an extremely high level of appeal, not only to the resort’s local and second homeowner group, but also to our dedicated and loyal destination guests,” said Andy Wirth, senior vice president of sales and marketing for the Steamboat Ski & Resort Corporation. “Competing head-on across the leisure industry, Steamboat’s broad variety of values associated across all pass levels makes skiing and riding Steamboat extremely affordable and flexible.”

The new PURE Pass provides six days of skiing and riding for \$399 and fifteen days for \$699, when purchased during the pre-season time frame. In addition, the PURE pass, which replaces the Super Value Pass, enables pass holders to reload their individual pass with special \$39 days throughout the season. Steamboat Season Passes will again be offered at the guaranteed lowest prices of the year through June 1<sup>st</sup>.

“Steamboat is constantly striving to find new ways to deliver value to the experience,” continued Wirth. “The new PURE Pass structure offers significant savings and flexibility, especially when considering the scope and quality of the Steamboat mountain experience.”

In addition, the pre-season exclusive savings go even further as adult pass holders are eligible to purchase four special \$50 lift tickets for friends and family anytime throughout the 2010/11 season as a great way to show off Steamboat’s genuine friendliness and authentic western hospitality. These special pre-season values are only available until June 1<sup>st</sup>.

Steamboat allows guests the option to lock in these prices with a \$99 down payment now with the remainder of the balance due September 15, 2010. Pre-season prices on all pass products are guaranteed through June 1, 2010 and are available for purchase at [www.steamboat.com](http://www.steamboat.com) or through Steamboat Central Reservations®, 800.922.2722, starting April 1, 2010. The 48<sup>th</sup> winter season is expected to run from November 24, 2010 through April 10, 2011.

Season Pass	Pre-Season Thru 6/1/10	Early Season 6/2/10-8/15/10	Regular After 8/15/10
Adult (18-69)	\$899	\$999	\$1199
Teen (13-17)	\$489	\$599	\$669
Child (6-12)	\$279	\$329	\$469
Senior (70+)	\$359	\$449	\$599
Child (5 & under)	\$30	\$30	\$30
Friends & Family Purchase			
Adult Pass	4, \$50 tickets	n/a	n/a
Senior Pass	2, \$50 tickets	n/a	n/a
Deposit	\$99	n/a	n/a
Balance Due	Sept. 15 <sup>th</sup>	At Purchase	At Purchase
Kids Ski FREE Program (12 & under w/parent purchase)	FREE	FREE	FREE
PURE Pass	Pre-Season Thru 6/1/10	Early Season 6/2/10-8/15/10	Regular After 8/15/10
PURE 6 Day	\$399	\$499	n/a
PURE 15 Day	\$699	\$799	\$909
Add-On Days	\$39	\$39	\$39
Deposit	\$99	n/a	n/a
Balance Due	Sept. 15 <sup>th</sup>	At Purchase	At Purchase

Again this year, when a parent or legal guardian purchases an adult Steamboat Season Pass, one child (12 & under) will receive a **FREE** child season pass! Key benefits allow pass holders to enjoy additional savings on dining, rentals, Ski & Snowboard School, Guided Gourmet Snowshoe Tour and Steamboat Grand dining all season long.

The Merchant Pass Program is available to Steamboat Springs Chamber members at pre-season rates for the adult season pass and PURE-15 Pass. Businesses can take advantage of the flexible payment policy and lock in pre-season price with a \$99 deposit per pass until August 15<sup>th</sup>, with the balance due in mid-January. In addition, Merchant Pass participants will receive two Friends & Family tickets; and, Fly Steamboat participants in the Merchant program will receive four Friends & Family tickets.

Steamboat has always been known for its legendary Champagne Powder™ snow, perfectly placed trees, friendly western heritage and Ski Town, U.S.A. tradition. Year after year, Steamboat continues to be recognized as one of the best winter resorts on the continent including the #1 Family Resort in North America.