



News Announcement

For Immediate Release

## HOW THE EAST WAS ONE: PEAK RESORTS DEBUTS 2019-20 PEAK PASS

*Same Great Pass, Same Great Price, Now With More Resorts*

**Wildwood, Missouri – March 6, 2019** – [Peak Resorts, Inc.](#) (NASDAQ:SKIS), a leading owner and operator of high-quality, individually branded U.S. ski resorts, today announced the debut of the [Peak Pass](#) – its popular multi-mountain season pass – for the 2019-20 season. All six Peak Pass options for the upcoming season are available for sale effective today, March 6, 2019.

The Peak Pass is “How The East Was One” thanks to its truly unlimited, multi-mountain access to Peak Resorts’ broad array of Northeast and Midwest resorts, all within reach of some of the country’s largest metropolitan areas, including Boston, New York, Baltimore, Philadelphia, Washington D.C., and Cleveland. Peak’s destinations offer varied terrain, world-class snowmaking, expansive dining and retail offerings, and leading terrain parks, including the #1 and #2 parks in the East (Carinthia Parks at Mount Snow and Big Boulder Park). In addition, Peak Resorts prides itself in having some of the industry’s earliest opening days every season due to its ongoing commitment to state-of-the-art snowmaking upgrades.

“At a time when the value and complexity of multi-mountain season passes create more questions than answers for many skiers and riders, Peak Resorts is thrilled to announce that all of our Peak Pass offerings return for their fourth season with no price increases through the spring pricing window,” said Jesse Boyd, Vice President of Operations of Peak Resorts. “We believe our guests will appreciate the simplicity of our unlimited Peak Pass offerings, and that by keeping prices unchanged through April 30, we are ensuring that the Peak Pass remains the industry’s most compelling season pass value. Skiers and riders with a 2019-20 Peak Pass will have access to our resorts from Ohio to New Hampshire, including the newest resorts to join the Peak Resorts family – Liberty, Roundtop, and Whitetail – in Pennsylvania.

“We look forward to welcoming season passholders at Liberty, Roundtop, and Whitetail to the Peak Pass for the 2019-20 season and to building on three years of strong momentum while keeping our early season prices flat, all while offering more access to skiing and riding than ever before on our Peak Pass. Across our resort portfolio we have spent the past several years investing in new on- and off-mountain additions and improvements, terrain expansions, and advanced snowmaking capacity, all in an effort to deliver on our commitment to providing the best winter recreation experience for our guests. We look forward to closing on a strong 2018-19 ski season and soon thereafter welcoming returning and new Peak Passholders to our resorts for the 2019-20 season.”

## **2019-2020 Peak Pass Options**

- **Explorer Adult:** Unlimited skiing and riding for adults 30+, starting at only \$629.
- **Explorer Youth:** Unlimited skiing and riding for youth ages 7-17, starting at only \$399.
- **Drifter:** Unlimited skiing and riding for 18-29 year olds, starting at \$399.
- **Ranger:** Unlimited skiing and riding for all ages, with the exception of 11 blacked-out holidays, starting at just \$529.
- **Traveler:** Midweek-only skiing and riding for all ages, excluding five blacked-out holidays, starting at only \$329.
- **Scout:** Unlimited skiing and riding for children 6 and younger for just \$60.

In addition to these great deals, passholders who purchase before the spring deadline of April 30, 2019 can enjoy unlimited skiing and riding for the remainder of the 2018-19 season across all resorts in the Peak Pass family. Additional details are available at [www.peakpass.com](http://www.peakpass.com).

Each Peak Pass option also features a variety of valuable resort-wide benefits, including bring-a-friend discounts, lodging discounts (at Mount Snow, Hunter Mountain, and Liberty Mountain), retail and tubing discounts, discounted access to Peak Resorts' summer attractions, and free scenic lift rides. See [www.peakpass.com](http://www.peakpass.com) for a full list of benefits.

The Peak Pass is available now for purchase at [www.peakpass.com](http://www.peakpass.com) or directly at any of the resorts featured on the Peak Pass. Add-on seasonal products such as lockers, seasonal kids programs, and more will also be available at the time of purchase, allowing guests to shop for all their 2019-20 season needs.

### **Peak Payment Plan**

Guests may purchase any Peak Pass outright or take advantage of Peak Resorts' convenient \$99-down payment plan during the spring pricing window. With the payment plan, passholders can spread out their purchase across four equal, monthly payments starting in May 2019. Those purchasing a Peak Pass with a payment plan will also gain access to spring skiing and riding for the remainder of the 2018-19 season.

### **Peak Pass Protection Program**

The Peak Pass returns for the 2019-20 season with the popular \$40 Peak Pass Protection Program, which allows passholders to protect their ski season against injury, illness or relocation, which might keep them off the slopes. Now in its third year, the Peak Pass Protection Program's \$40 pricing makes it a valuable offering for skiers and riders of all ages.

### **Peak Pass Discount Dining**

Discount Dining cards also return for the 2019-20 season. Peak Passholders can purchase cards with values of up to \$500 for use at dining locations across all Peak Pass resorts. \$100 cards include a \$10 bonus credit, \$250 cards include a \$37.50 bonus credit and \$500 cards include a \$100 in bonus credit, making these offerings ideal for the whole family! Hurry, though, because the offer for discounted Dining Cards ends April 30, 2019.

**About Peak Resorts**

Headquartered in Missouri, Peak Resorts is a leading owner and operator of high-quality, individually branded ski resorts in the U.S. The company operates 17 ski resorts primarily located in the Northeast, Mid-Atlantic and Midwest, 16 of which are company owned.

The majority of the resorts are located within 100 miles of major metropolitan markets, including New York City, Boston, Philadelphia, Baltimore, Washington D.C., Cleveland, and St. Louis, enabling day and overnight drive accessibility. The resorts under the company's umbrella offer a breadth of activities, services and amenities, including skiing, snowboarding, terrain parks, tubing, dining, lodging, equipment rentals and sales, ski and snowboard instruction, and mountain biking, golf, and other summer activities. To learn more, visit the Company's website at [www.peakresorts.com](http://www.peakresorts.com) or follow Peak Resorts on [Facebook](#) for resort updates.

**CONTACTS:****Media**

Jamie Storrs  
Senior Director of Communications  
802-464-4203 or [jstorrs@peakresorts.com](mailto:jstorrs@peakresorts.com)

**Investors:**

Norberto Aja, Jim Leahy, Joseph Jaffoni  
JCIR  
212-835-8500 or [skis@jcir.com](mailto:skis@jcir.com)