



For Immediate Release
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**THREE TIME GRAMMY-WINNING REGGAE ARTIST, ZIGGY MARLEY, JOINS
THE MUSICAL LINE UP FOR THIS YEAR'S VAIL SNOW DAZE**

- **Tickets On Sale Monday October 22, 2007 For Marley's Concert at Dobson Arena
December 6th in Vail**

VAIL, Colo.—October 19, 2007—The producers of Vail Snow Daze, the super charged mix of early season snow, music and mountain lifestyle, announced today the addition of Reggae icon Ziggy Marley to the festival's already jam-packed musical lineup which also includes Ludacris and The Roots.

Ziggy Marley, son of legendary roots reggae artist Bob Marley, released his second solo album, *Love is My Religion* (Tuff Gong Worldwide), in July of 2006. The album won Marley a Grammy Award in 2007 for Best Reggae Album. In addition to *Love is My Religion*, Marley's musical career has spanned more than two decades and includes numerous albums as the driving force of The Melody Makers and another solo album entitled *Dragonfly* (RCA Victor Group), released in 2003.

“The addition of Ziggy Marley to this already powerful musical line-up solidifies the fact that there is no better place than Vail Snow Daze to kick off the 2007-2008 ski season,” says Amy Hornyak of Highline Sports & Entertainment, the event's producer. “Vail Snow Daze is North America's best ski season kick-off event.”

Ziggy Marley is slated to play Vail on December 6, 2007 at the Dobson Arena. Tickets go on sale Monday October 22nd at www.vailsnowdaze.com. Ticket prices are \$25 in advance and \$35 per ticket after November 30, 2007.

Get to Vail and experience true Vail snow days, December 3-9. The unabashed fun continues with deep discounts on lodging and lift tickets, dining values, headliner concerts, bar parties and on-snow contests for the whole family. Lodging packages start at \$215 per person, based on quad occupancy for a minimum of four nights, and can be booked by calling Vail and Beaver Creek Central Reservations at 1.800.525.2257. Other restrictions may apply. Check out vailsnowdaze.com for the event schedule, registration and concert ticketing details or call (970) 476-6797. Vail Snow Daze is yours thanks to Vail Resorts, Coors Light, Volvo, Town of Vail, Mountain Dew Amp and Skiing Magazine and is sponsored in part by Salomon, Nau, Vail Daily, KVBA, TV8 and KZYR The Zephyr.

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ABOUT HIGHLINE

Highline is a leading provider of sports and entertainment event marketing services to corporate America. Since 1995, the company has created turnkey event marketing programs, sponsorships and successful partnerships with many of the world's leading brands. Highline's high profile events have been staged at major venues throughout North America and have been seen by millions in person and through major broadcast media.