



For Immediate Release

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VAIL SNOW DAZE TO HOST THIRD ANNUAL EXPO VILLAGE AND DEMO DAZE

- **Vail Snow Daze's Expo Village and Demo Daze Will Be Held Thurs., Dec. 11 – Sat., Dec. 13 at Eagle's Nest on Vail Mountain**
- **Attendees Can Demo a Variety of Skis, Snowboards and Other Products Free of Charge**

VAIL, Colo. —December 10, 2008—Vail Snow Daze will host its third annual Expo Village and Demo Daze today through Saturday at Eagle's Nest on Vail Mountain from 9a.m. to 3p.m. daily. Demo Daze will offer a variety of skis and snowboards free for demo and the Expo Village will feature a variety of merchandize from Vail Snow Daze sponsors including Volvo, Aspen Harley Davidson, BlackBerry, Red Feather Snowshoes, Cricket Wireless, Nature Valley Granola Bar and more.

“Demo Daze is a fantastic opportunity to try out this year's equipment free of charge before purchasing,” said Peggy Wolfe of Highline Sports & Entertainment, which produces the festival. “There will be a handful of on-mountain staff available to assist people with demo set-up and get them off and riding.”

This year's Demo Daze will feature skis and boards from Volkl, Dynastar, Rossignol, Salomon, Armada, K2, Roxy and Liberty. The Expo Village will offer merchandize from Volvo, Aspen Harley Davidson, Blackberry, Red Feather Snowshoes, Cricket Wireless and Nature Valley Granola Bars. Both the Expo Village and Demo Daze will be free and open to the public from 9 a.m. to 3 p.m. daily.

“There will be an awesome line-up of merchandize for people to demo as well as tons of free giveaways,” said Jeff Brausch of Highline Sports & Entertainment. “With the newly opened terrain and improved snow conditions, I encourage people to check out Demo Daze and give new products a try.”

Part of the weeklong Vail Snow Daze festival, Demo Daze kicks-off the last four days of jammed-packed events. Other highlights for remainder of the week include Big Head Todd & the Monsters concert on Thursday at Dobson Arena, Leftover Salmon concert on Friday at Dobsbn Arena, Dummy Gelunde World Championships on Saturday at Golden Peak, The Fray concert at Ford Park on Saturday and Vail’s All the Love Sweepstakes on Sunday at the Arrabelle.

Snow Daze 2008 is presented by Vail Resorts, Bud Light, Town of Vail, Jack Daniel’s, SKI Magazine, Volvo and Mountain Dew Amp. Brought to you in part by Aspen Harley Davidson, Barefoot Wine & Bubbly, Smith Optics, BlackBerry, Liberty Skis, Redfeather Snowshoes, Cricket Wireless, Destination Sewn, Vail Dentistry, Vail Daily, KVBA TV8, KZYR The Zephyr, KBCO World Class Rock and KTCL Modern Rock.

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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.