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WIN A 2005-2006 SEASON PASS AT 'MALAY DAY' BENEFIT, APRIL 15

Vail, Colo.—March 16, 2005— On Fri., April 15, snowboarders will rule the mountain when the first annual 'Malay Day' comes to Golden Peak as part of the Spring Back to Vail extravaganza, April 4-17. Malay Day will honor Vail team rider Josh Malay, a pro snowboarder who passed away in February of 2004. The event will feature three snowboarding competitions, where contestants will vie for the chance to win a 2005-2006 season ski pass. Registration is \$10 the day of the event, with all proceeds going to the Josh Malay Memorial Fund.

The festivities begin with a Pipe Jam on Golden Peak, followed by a free lunch for all participants. The afternoon will heat up with a Rail Jam and a Jump Jam from 12:30 until 2:00 p.m. Competition is open to male and female amateur riders. Riders will be recognized for the best tricks in each category. In addition, the male and female 'Overall Destroyer' in each category will receive a 2005-2006 season pass from Vail Resorts.

Registration for Malay Day competitions will take place at the Golden Peak Grill at 10:00 am the morning of the event. Entry is \$10, with all proceeds benefiting the Josh Malay Memorial Fund. A \$30 lift ticket will be offered for all contestants the day of the event. For an updated schedule of Spring Back to Vail events, visit www.springbacktovail.com, or call Highline Sports and Entertainment at 970-476-6797.

Spring Back to Vail Festival will feature two full weeks of concerts and events, including a headline concert by pop icon Snoop Dogg on Sat., April 16. The festival expands this year with a total of eight different concerts on the mountain

and in the Village, including Mix Master Mike of the Beastie Boys. Spring Back to Vail will also feature the World Pond Skimming Championships, where contenders attempt to slide completely across a 100-foot pool of freezing, churning water.

About the Event Producers

Highline Sports and Entertainment 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.

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