



FOR IMMEDIATE RELEASE

February 18, 2008

BEN HARPER AND GOV'T MULE HEADLINE SPRING BACK TO VAIL 2008

- **Tickets Go On Sale Online February 19, 2008**
- **Private Reserve Packages Available in Limited Quantities**
 - **Special Lodging and Lift Ticket Specials Available**

VAIL, Colo.—February 18, 2008—Spring Back to Vail, the iconic, high-energy, end-of-season bash done Vail-style, returns April 7-13, 2008 with headlining concerts from Ben Harper and Gov't Mule. Gov't Mule will appear at the Dobson Arena on Thursday, April 10, 2008 and Ben Harper will play an outdoor concert in Ford Park on Saturday, April 12, 2008. With more snow on the mountain than ever before in Vail's history, Spring Back to Vail 2008 is poised to be the best yet.

"The concert lineup this year is amazing," said James Deighan, Senior Vice President of Highline Sports & Entertainment, the event's producers. "Both Ben Harper and Gov't Mule are known for their spectacular live shows. Having artists like these for Spring Back to Vail is what makes this the best spring bash in the country."

With 11 albums and two Grammy awards to his name, Ben Harper is the caliber of musician that has become a rarity in a world full of teen-pop sensations. Harper, backed by his band The Innocent Criminals, specializes in a socially conscious blend of blues, funk, reggae, R&B and folk that has earned him a legion of die-hard fans.

Gov't Mule, formed in 1994 as a side project of the Allman Brothers Band, is a southern-rock-style jam band that has become a staple at music festivals across the country. Like many jam bands, Gov't Mule did not build its broad fan base through radio play, but through extensive touring and great stage presence. With live shows that are known for big sound and impressive improvisations, Gov't Mule has earned the respect of their fans and musicians alike.

Concert tickets go on sale online at www.springbacktovail.com beginning Tuesday, February 19, 2008. General Admission tickets will be priced as follows:

- Gov't Mule: Tickets \$26 in advance, \$36 after March 31
- Ben Harper & The Innocent Criminals: Tickets \$35 in advance, \$45 after March 31

General admission tickets will also be available locally in the Vail Valley at the Marketplace on Meadow Drive in Vail and the Bottle & Cork in Edwards. Please visit the Spring Back to Vail Web site for more information.

Private Reserve Packages, available online only and in limited quantities, can be purchased for each concert.

- Gov't Mule Private Reserve Package - \$125. Package includes:
 - Gov't Mule custom lanyard and laminated credential
 - Red carpet entrance through security and ticket line to concert venue
 - Reserved viewing area with private bar and servers (catered food and beverage included)
- Ben Harper & The Innocent Criminals Private Reserve Package - \$175. Package includes:
 - Ben Harper & Innocent Criminals custom lanyard and laminated credential
 - Red carpet entrance through security and ticket line to concert venue
 - Reserved viewing area with private bar and servers (catered food and beverage included)
 - Private Restrooms
 - Heaters
 - Access to Private Reserve viewing area at Bacardi World Pond Skimming Championships at Golden Peak 2-4PM prior to Concert

Special lodging packages will also be available during Spring Back to Vail:

- Buy 3 nights and get the 4th night free
- Rate includes a four night stay and a four day lift ticket
- Rates as low as \$417 per person
- Offer valid March 30, 2008 through April 13, 2008
- Call 800-525-2257 for more information

Each year Spring Back to Vail brings end-of-season entertainment to Vail Mountain with on-snow events, concerts, nightly parties, and the ever-popular Bacardi World Pond Skimming Championships. For more information, visit www.springbacktovail.com.

Spring Back to Vail is rockin' your way thanks to Volvo, Vail Mountain, Bacardi, Amp, Coors Light, the Town of Vail and *Skiing Magazine* and is brought to you in part by Nature Valley Granola Bars, *The Vail Daily*, KVBA TV8 and KZYR The Zephyr.

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.

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For photography and b-roll of Spring Back to Vail, please visit <ftp://peeplesink.hosting4less.com/>

username: peeplesink-springbacktovail
password: springbacktovail

For all other media inquiries, please contact Kelly Paton, Peeples Ink PR: 970-845-8525 or Kelly@peeplesink.com.