



THE INSIDE TRACK ON MOUNTAIN VACATIONS

Ski.com

Mark Uhlfelder
800-525-2052 ext 3300
Mark@ski.com

Edelman Public Relations

Lauren Cohen, 312-297-7432
Lauren.cohen@edelman.com
Dan Sherman, 312-240-2730
Dan.sherman@edelman.com

**SKI.COM REACHES THE SUMMIT AS THE NATION'S
LARGEST ONE-STOP SOURCE FOR MOUNTAIN AND SPORT VACATIONS**

Upgraded Web Site and Recent Acquisitions, Combined with Experienced Travel Specialists, Make Ski.com THE Go-to Resource for Worldwide Mountain Vacations

Aspen, Colo. – July 21, 2005 – Ski.com, formerly Aspen Ski Tours, will launch its newly enhanced Web site and expanded range of vacation packages in August 2005, building upon the company's status as North America's largest independent seller of mountain travel. Not only does Ski.com offer the inside track on mountain vacations, but it also now offers a host of year-round sport tour options, including everything from diving to climbing.

For the first time, the complete vacation offerings of Ski.com and its recent acquisitions – Lynx Vacations, Sportours, Adventures on Skis, AnyMountain Tours and Go West Tours – are integrated, making a wide range of mountain, ski, snowboard, golf, tennis, spa, cycling, hiking, scuba and customized city vacations across the world just a phone call or click away.

Ski.com's seasoned travel specialists, a network of sport travel enthusiasts who average more than 12 years of experience each, combined with the company's independent status, ensure that customers get the unbiased, professional advice they need to book the perfect vacation. In fact, every traveler who books a vacation off- and online is offered the personalized service of an assigned live agent specialist who is available to provide one-on-one advice throughout the planning and booking process as well as during and after travel.

"Mountain travel is definitely not 'one-size-fits-all' and to plan a customized trip, vacationers need the help of a knowledgeable, passionate specialist who regularly visits the resorts and hits the slopes," said 18-year Ski.com veteran agent Bobbi Carson. "My favorite part about my job is finding the best fit for each of my clients, whether I'm

SKI.COM REACHES THE MOUNTAINTOP – PAGE 2

assisting a couple looking for a luxury mountain vacation, a family needing a great children's ski school program, or a group of college students traveling on a limited budget. It's so rewarding to find the perfect match."

Ski.com's size and industry strength enable it to negotiate great rates with suppliers for deals on air, hotel and condominium properties, car rentals, lift tickets, equipment rentals and more – while still offering the service for which Ski.com is most known.

"Ski.com's 34-year legacy of quality service makes us unique in the mountain and sport travel industry," said Mark Uhlfelder, Senior Vice President, Ski.com. "Our recent acquisitions and widened breadth of vacation offerings now allow us to provide this same individual attention year-round to sports enthusiasts of all stripes."

In addition to great values on mountain and sport vacations, Ski.com offers travelers a personal concierge with an intimate knowledge of the vacation resorts and towns, as well as nearby events and activities. The concierge can conveniently book everything from restaurant reservations to spa services and snowmobile tours before – and even during – a vacation.

For more information about Ski.com and the vacation packages it offers, visit www.ski.com or call 1-800-525-2052 to talk to a Ski.com agent.

About Ski.com

Headquartered in Aspen, Colorado, Ski.com offers personalized service from experienced travel specialists and one-stop-shopping for worldwide year-round mountain and sport vacations. Founded in 1971 as Aspen Ski Tours, the company operated under that name until purchasing the Ski.com domain name in 2000. Aspen Ski Tours as well as recently acquired Lynx Vacations, GoWest Tours, Adventures on Skis, Sportours, and AnyMountain Tours now operate under the Ski.com brand.

###