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FOR IMMEDIATE RELEASE

**DEER VALLEY RESORT RANKED #1 SKI AREA IN NORTH AMERICA
FOR THE THIRD TIME!**

DEER VALLEY, PARK CITY, UTAH (Winter, 2007/2008) – Deer Valley Resort has been honored with being named the #1 ski resort in North America by the readers of *SKI* magazine for the third time. Remarkably, in the past ten years, Deer Valley’s rating hasn’t dipped lower than third, with a #3 ranking in 1998/1999; a #2 ranking in 1999/2000; a #2 ranking in 2000/2001; a #2 ranking in 2001/2002; a #1 ranking in 2002/2003; a #3 ranking in 2003/2004; a #2 ranking in 2004/2005; another #1 ranking in 2005/2006, a #2 ranking in 2006/2007, and now a third #1 ranking for the 2007/2008 season.

“We are so thrilled with the #1 ranking, it’s hard to describe,” says Bob Wheaton, Deer Valley Resort president and general manager. “To be honest, placing anywhere in the top echelon of 60 North American resorts is an honor and a privilege. To have ranked so high for ten years running is remarkable. The fact that *SKI* magazine readers, who are avid skiers, travelers, and lifestyle

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enthusiasts, continue to give us the ‘thumbs up’ means the world to us here at the Resort. We poll our guests regularly to determine which amenities and services are important to them, and we work very hard as a staff to stay on the cutting edge of excellence in grooming, equipment, dining, service – everything that makes an unbeatable winter ski vacation experience. To consistently be chosen as a favorite resort is a tribute to the original vision of our founders Edgar and Polly Stern, and a compliment to the Deer Valley employees who give it their best every day. We feel incredibly proud about the experience we offer here at Deer Valley, and getting recognition like this from skiers around the country lets us know we’re hitting the mark. We couldn’t be happier with the results.”

Aside from being named the #1 Resort overall out of 60 North American resorts, Deer Valley ranked winningly in many individual categories. Highlights included the Resort being given #1 rankings for grooming, service, on-mountain food and weather (Deer Valley has consistently placed #1 in these categories since *SKI* magazine has been tracking ratings). The Resort also received #2 rankings for dining, lifts, and access; a #3 ranking for overall satisfaction and a #4 rating for lodging.

More than 20,000 *SKI* readers are surveyed for its “Top 60 Resort Guide” by an independent research firm. *SKI* readers ski an average of 23 days a year. The ski resort survey is the most comprehensive and longest-running in the winter sports industry. Some of the personal comments about Deer Valley in this year’s surveys include: “It’s always a good day at Deer Valley”; “If it is possible for Deer Valley to be underrated, it is. They simply won’t say “no” to a request”; “Wonderful, laid back area”; “Well managed, seamless operations”; “Took my first ski trip there this year ... heard a lot about it ... all positive and it lived up to the billing”; and “There is no better service on planet Earth. Grooming is done right. The happiest little ski place outside of heaven.”

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For more information on Deer Valley Resort or its #1 *SKI* magazine ranking, please contact Resort Communications Manager Erin Grady at 800-424-DEER (3337) or 435-645-6522, or visit deervalley.com.

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*Deer Valley Resort – Rated #1 Ski Resort in North America
by the readers of SKI magazine this year.*