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PARK CITY MOUNTAIN RESORT WINS SILVER EAGLE AWARD FOR EXCELLENCE IN ENERGY CONSERVATION

Park City, Utah (July 3, 2008) – Park City Mountain Resort is this year’s recipient of the Clif Bar Silver Eagle Award for Excellence in Energy Conversation, one of the nation’s top environmental awards.

“Park City Mountain Resort is overjoyed to be recognized with such a prestigious award for our work towards environmental sustainability,” said Brent Giles, director of environmental affairs and mountain operations of Park City Mountain Resort. “The resort has worked diligently over the last few years to be the leader in environmental stewardship and to reduce our energy consumption with the cooperation of team members and all operational facets of the resort. This award is a great indicator that the environmental work we do is a true step towards becoming more carbon neutral.”

Park City Mountain Resort’s Silver Eagle Award resulted from a host of environmental initiatives. After completing the first-ever comprehensive scientific study of global warming’s effect on a resort and the greater Utah snow sports industry, the Resort began an on-going effort to reduce its electricity use, which accounts for 86 percent of its carbon footprint. Through initiatives that include the purchase of more energy-efficient snowmaking equipment, a lighting retrofit, and bio-diesel use in its snowcat fleet, the resort has been able to reduce energy consumption by 23 percent. Following the Silver Eagle Award, the Resort furthered its commitment to being a conservation leader with the purchase of renewable energy credits to offset its power consumption by 100 percent, among many other energy reducing initiatives.

In addition to awarding the Silver Eagle Award for Excellence in Energy Conversation and Clean Energy to Park City Mountain Resort, Clif Bar awarded six Silver Eagle awards as part of the Golden Eagle Awards. Recipients included ski resorts in California, Colorado, West Virginia and Wyoming. The 2008 Golden Eagle Awards for Environmental Excellence were announced during the National Ski Areas Association (NSAA) National Convention and Tradeshow.

Established in 1993, the Golden Eagle Awards for Environmental Excellence recognize the environmental achievements of ski and snowboard areas. The awards honor members of the National Ski Area Association, which represents the majority of ski area owners and operators in North America. Clif Bar, a natural energy food company, which employs wind energy, biodiesel, waste reduction and other initiatives to reduce its own footprint on the planet, is the administrator of the awards program.

About Park City Mountain Resort

Park City Mountain Resort, a leader in environmental sustainability in Utah, is located in the heart of Park City, Utah and is only a 35 minute drive from the Salt Lake City International Airport. With over 3,300 acres of unspoiled terrain, the Resort offers groomed Signature Runs™, bumps, powder, trees, eight peaks, nine bowls, four terrain parks, and the Eagle Superpipe, North America's largest superpipe. The Resort is committed to \$10.5 million in improvements for the 2008-09 winter season including a new high-speed lift, renovations to on-mountain dining, expanded snowmaking and a new run. For more information, visit parkcitymountain.com or call (800) 222-PARK.

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