



DEER VALLEY®

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**DEER VALLEY RESORT RANKED THE #1 SKI AREA IN NORTH AMERICA
FOR AN ASTONISHING FIFTH YEAR IN A ROW!**

DEER VALLEY, PARK CITY, UTAH (Winter, 2011/2012) – Deer Valley Resort has been named the #1 ski resort in North America by the readers of *SKI* Magazine for an astonishing fifth year in a row. No other ski resort has earned this prestigious ranking more than three times in a row in the past. Remarkably, in the past eleven years, Deer Valley’s rating hasn’t dipped lower than third, with a #2 ranking in 2001/2002; a #1 ranking in 2002/2003; a #3 rating in 2003/2004; a #2 rating in 2004/2005; another #1 ranking in 2005/2006, a #2 rating in 2006/2007, and #1 rankings in the 2007/2008, 2008/2009, 2009/2010, 2010/2011 and now 2011/2012 seasons.

“No other ski resort has accomplished anything close to this,” says Bob Wheaton, Deer Valley Resort president and general manager. “And I think the reason is that no other ski resort comes close to matching Deer Valley’s amazing vacation experience. It’s all because of our staff. The culture here is to put the guest first at all times, and our employees not only accomplish this every day, but enjoy it, whether working our chairlifts, in our Children’s Center, our Ski School, our Deer Valley Resort Lodging and Reservations department, in our restaurants, offices, maintenance facilities, anywhere in our organization. My hat is off to our incredibly dedicated crew. This honor goes to them and I thank and congratulate the entire Deer Valley Resort team.”

Aside from being named the #1 Resort overall out of 60 North American resorts, Deer Valley

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ranked winningly in many individual categories. Highlights included the Resort being given #1 rankings for grooming, service, weather, on-mountain food, lodging and dining. The Resort also received #2 rankings for lifts and access, and #3 rankings for digital presence and overall satisfaction.

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 individual comments that were made by skiers about Deer Valley this year were, “Service is top notch, grooming impeccable, food outstanding”; “Excellent customer service for the same prices as other resorts with no customer service”; “They do everything right!”; “On-mountain food is insane! Service is exceptional”; and “These guys get what it means to manage the details. Consistent first-class experience.”

For more information on Deer Valley Resort and its #1 *SKI* Magazine ranking for the fifth year in a row, or to arrange interviews, please contact Resort Communications Manager Emily Summers at 800-424-DEER (3337) or 435-645-6522, or visit deervalley.com.

*For a remarkable **five** years running, Deer Valley is honored to be named the #1 ski resort in North America by the readers of *SKI* Magazine in 2012.*