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*FOR IMMEDIATE RELEASE*

## **POWDR Corp. To Offset 100 Percent Of Power From Renewable Energy Sources Beginning in June 2008**

**Donner Summit, CA (April 8, 2008)** – Powdr Corp today announced that it will offset 100 percent of the grid supplied electricity consumed at its seven ski and snowboard resorts and one tubing park through the purchase of renewable energy credits beginning in June 2008. Powdr Corp’s purchase of nearly 50 million kWh of renewable energy credits (RECs) is the second largest among the U.S. Environmental Protection Agency’s (EPA) partners in the travel and leisure category.

“We are passionate about the snowsports industry and the quality of life it provides to our families, team members and guests,” said Brent Giles, director of environmental affairs for Powdr Corp. “Our commitment to offset 100 percent of our resorts’ power from renewable energy sources is another step in the right direction to sustain our mountain lifestyle for years to come.”

Powdr Corp will work with Boulder, Colorado-based Renewable Choice Energy as its renewable energy provider. Renewable Choice Energy is an award-winning renewable energy and carbon offset provider of Green-e certified sources such as wind, biomass and small hydro. The EPA estimates that Powdr Corp’s purchase will avoid over 85 million pounds of CO<sub>2</sub> emissions annually, which is equal to removing 8,539 passenger vehicles from the road or powering 6,175 average American homes for a year.

"Powdr Corp’s extraordinary commitment will inspire other resorts to follow its lead," said Quayle Hodek, chief executive officer of Renewable Choice Energy. "Supporting renewable energy is a powerful way to fight climate change and make the air cleaner for everyone."

More than seventy percent of the United States’ electricity comes from fossil fuels like burning coal and gas. Burning fossil fuels to generate electricity creates harmful greenhouse gasses that are emitted into the atmosphere, contributing to climate change. Wind-power generated electricity is renewable, sustainable, and does not produce environmental pollution.

“EPA applauds our partners for protecting the environment by purchasing green power,” said Stephen L. Johnson, administrator for the Environmental Protection Agency. “By

voluntarily shifting to renewable energy, Powdr Corporation is proving you don't need to wait for a signal in order to go green."

The purchase of renewable energy credits helps to put more clean power on line. Every renewable energy developer considers REC sales when deciding whether or not to build new facilities. Most importantly, RECs allow the government and consumers to place a positive value on renewable energy, making its production more financially competitive with electricity generated from fossil fuels. In turn, the purchase of RECs will make it easier for small businesses and individuals to take part in renewable energy for their own use.

Powdr Corp is committed to being an industry leader in environmental stewardship. In addition to the purchase of 100 percent renewable energy, Powdr Corp resorts are actively involved in environmental initiatives including energy reduction, the use of alternative fuels and recycling. These initiatives have offset Powdr Corp's carbon footprint by 92 percent.

### **About Powdr Corp**

Powdr Corp is one of the leading mountain resort owners and operators in the United States. Headquartered in Park City, Utah, Powdr Corp currently owns and operates seven ski and snowboard resorts including Park City Mountain Resort in Park City, Utah, Killington Resort and Pico Resort in Killington, Vermont, Mt. Bachelor in Bend, Oregon, Boreal Resort and Soda Springs Resort, both in Donner Summit, California, and Las Vegas Ski and Snowboard Resort outside of Las Vegas, Nevada. Powdr Corp also operates Gorgoza Park, a lift-served tubing park, in Park City, Utah.

### **About Renewable Choice Energy**

Boulder, Colorado-based Renewable Choice Energy ([www.renewablechoice.com](http://www.renewablechoice.com)) is the award-winning, full-service provider of renewable energy and carbon offsets. Founded in 2001, Renewable Choice's clients include Whole Foods Market, Vail Resorts, hundreds of businesses and organizations, and thousands of individuals across the country. In 2006, Renewable Choice shared the Beacon Prize with Whole Foods Market for its campaign to educate customers about wind power. Renewable Choice is the leading renewable energy supplier to green building projects nationwide.

### **About U.S. EPA's Green Power Partnership**

EPA's Green Power Partnership works with more than 850 partner organizations to buy green power voluntarily as a way to reduce the environmental impacts associated with conventional electricity use and to support the development of new, renewable generated resources nationwide. Overall, EPA Green Power Partners are buying more than 13 billion kWh of green power annually. For more information visit [www.epa.gov/greenpower](http://www.epa.gov/greenpower).

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