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Brian Head Resort & Aspen Meadows Announce New Ski-In, Ski-Out Community
Master Plan Includes Ski Area Expansion

Brian Head, Utah - Development and construction are currently underway for a new master-planned ski-in, ski-out mountain resort community at Brian Head Resort, which will not only introduce new neighborhoods but may also include expanded skiing terrain, additional lifts and enhanced year-round recreational opportunities.

Located just under Brian Head Peak, the highest peak in Iron County, Aspen Meadows is a legacy, multi-decade, master-planned mountain resort and residential neighborhood that occupies nearly 2,000 acres of aspen and fir forests and spacious mountain meadows. Its location is adjacent to Brian Head Resort, home to Utah's highest base elevation.

The unique location of the community will introduce a third base area for the ski area, which will include a village center and lodge that feature unobstructed views of southern Utah's famous red cliffs, additional parking and skier services. The Aspen Meadows plan includes opening up more than 850 acres of new skiing terrain and up to 7 fixed and high-speed detachable lifts.

"Aspen Meadows is truly a special collection of alpine lands, with the perfect slope aspects for ski terrain never before seen by most visitors to this region of southern Utah," said A. Flint Decker, president of the Aspen Meadows Group. "We're proud to be a part of this new chapter in our community's history as we share new ski terrain and resort amenities with the town of Brian Head and the guests of Brian Head Resort."

News of this community comes in conjunction with Brian Head Resort's record-breaking winter season, which has included the resort's earliest opening in history and some of the best conditions in the country, said Brian Head general manager Marilyn Butler.

"From the moment we opened on November 4, we knew this season would be special, and the Aspen Meadows vision has only added to our team's excitement," Butler said. "Together, we will advance our purpose of Giving People the Freedom to Ski while expanding both our winter and summer operations in the future."

In addition to expanded skiing, Aspen Meadows plans include new hiking and mountain biking trails.

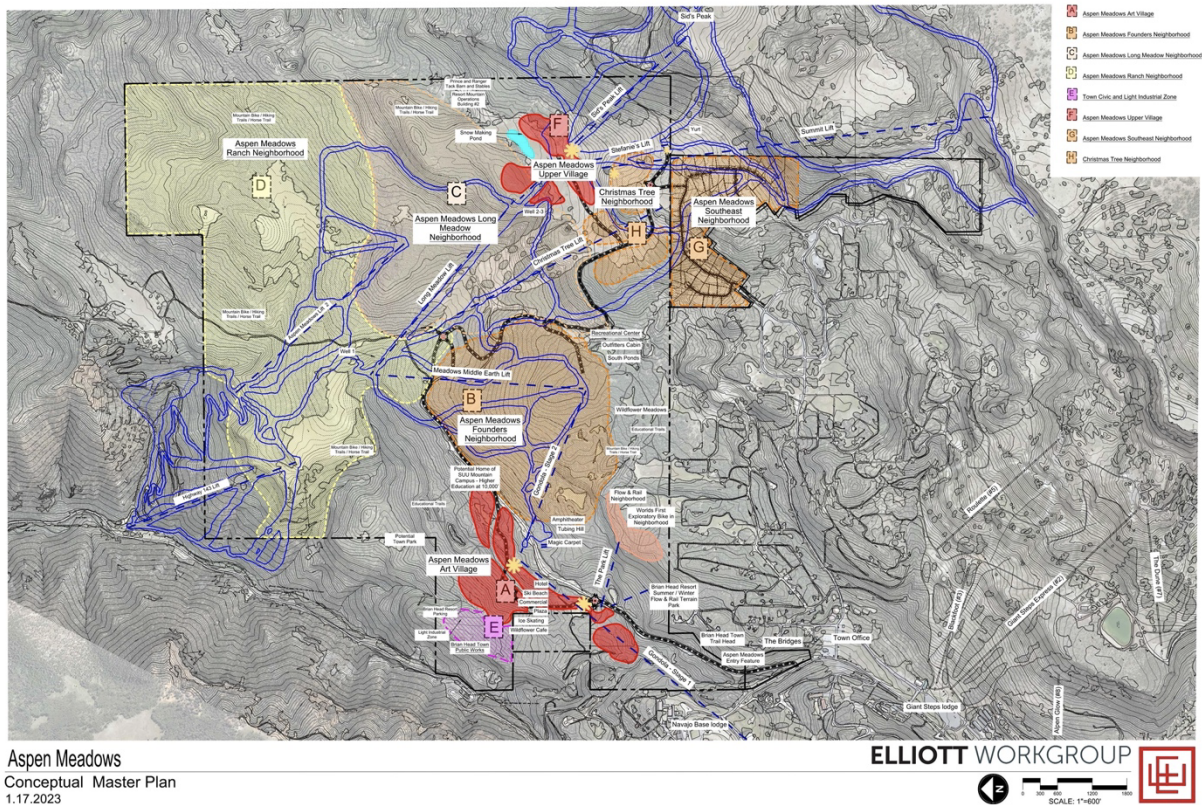
Development and construction of the Aspen Meadows master plan are currently in process with its first two dedicated ski-in, ski-out neighborhoods, the Southeast neighborhood and Christmas Tree neighborhood, and its initial road network, well, and utility infrastructure.

For more information, visit [aspenmeadowsclub.com](https://www.aspenmeadowsclub.com).

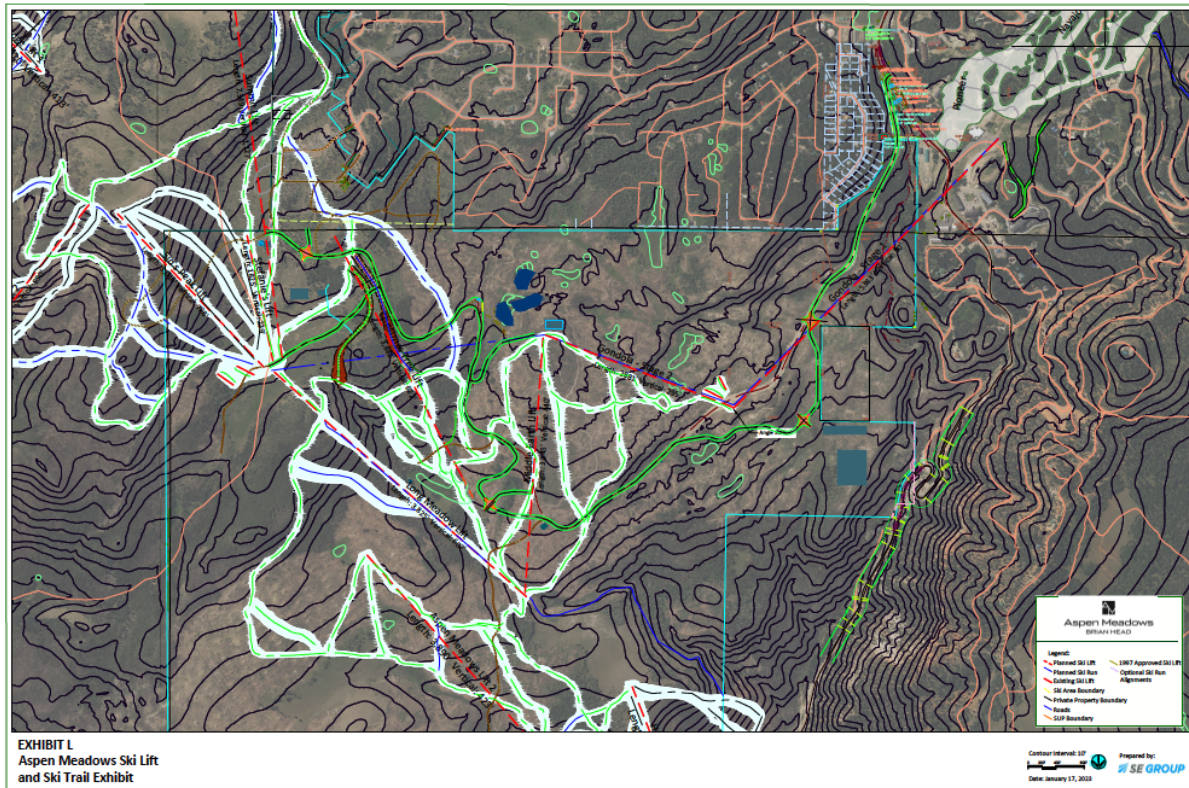
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Long Meadows at Aspen Meadows overlooking Brian Head Resort. Photography Credit Mike Saemisch, Brian Head, Utah



The exhibit of the Aspen Meadows Conceptual Master Plan. Document Credit Elliott Work Group, Park City, Utah



The exhibit of the Aspen Meadows Ski Lift and Ski Trail Resort Master Plan. Document Credit SE Group, Salt Lake City, Utah



Site of future Aspen Meadows Upper Alpine Ski Village. Credit Mike Saemisch, Brian Head, Utah



Early morning “First Tracks” off Skiers Point, Christmas Tree Neighborhood. Credit Mike Saemisch, Brian Head, Utah

About Aspen Meadows

Aspen Meadows, a master-planned ski-in, ski-out mountain resort community located just under the highest peak, at 11,307 feet (Brian Head Peak), based in Iron County and Brian Head, Utah, is a special collection of lands with its magnificent forests of aspen and fir, spacious mountain meadows, and breathtaking views. Aspen Meadows is unique to Brian Head and the Markagunt Plateau mountain ranges and is envisioned as a legacy, multi-decade, master-planned mountain resort and residential neighborhood development that occupies nearly 2,000 acres.

A thoughtfully designed ski-in, ski-out community comprised of residential, commercial, recreational, resort and civic uses, potentially doubling the skiable acres of the Brian Head Resort from 650 skiable acres today to 1500 skiable acres in the future and provides the greater Brian Head community and visitors, the addition of new hiking trails, mountain biking trails, ski trails, ski lifts and snowmaking, servicing the expanded terrain.

For generations, this stunning alpine terrain was home to many pioneer cabins first established as a result of the Federal Homestead Act of 1862, signed by President Abraham Lincoln, granting Americans up to 160-acre plots of public land, expanding the western territories. These first residents who settled the upper mountain regions of Iron County within and surrounding

Aspen Meadows included such prominent local family names such as “Burton, Lyman, and Adams,” as well as many others. Later in the early 60’s, this land was first envisioned, assembled and held by the three previous resort ownership groups with a clear vision the land was destined to expand and provide future ski terrain for Brian Head Resort.

Aspen Meadows today was established in 2022. Aspen Meadows is best known for its large open spaces, mature aspen and fir tree stands, rolling benches, open alpine meadows, high-altitude ski terrain, and summer grazing grounds. Its alpine lands are found to be especially ideal for skiing and riding with its combination of north-facing and northwest-facing slope aspects, excellent for snow retention, minimal wind scour, and minimal to late afternoon sun exposure.

Plans include expanding summer and winter activities for the avid outdoor enthusiast, visitor and residents alike. Sustainable growth will come through a passion for thoughtful design, re-use of materials from on-site, and long-term investment placed in multiple development projects over a 30-year period, subject to US Forest Service, Brian Head Town and UDOT approvals.

Investments to include, additional ski lifts, ski trail expansion, potential resort connectivity to Brian Head Resort, increased snowmaking capacity, public hiking, and biking trails, alpine ski villages, civic uses and security-inspired gated neighborhoods comprising custom luxury mountain homes, stunning homesites, townhomes, condominiums, hotels, inns, planned unit developments, mountain cottages, and ranches.

For more information, please visit www.aspenmeadowsclub.com.

About Brian Head Resort

Situated at 9,600 feet, Brian Head is home to Utah’s highest base elevation, and receives nearly 360 inches of snowfall annually. Hailed as one of Utah’s most affordable, family friendly resorts, Brian Head Resort features two connected mountains, Giant Steps and Navajo. The 1,320-feet of lift-served vertical is accessible by 71 runs, 8 chair lifts, including two high-speed detachable quads added in 2014 and 2019, 3 surface lifts, a ski and snowboard school, night skiing, multiple terrain parks and tubing.

Serving destination skiers in major metropolitan areas and local outdoor enthusiasts alike, Brian Head Resort is located three short hours from Las Vegas, three and a half hours from Salt Lake City, and about seven hours from both Los Angeles and Phoenix. Since its founding in 1964, Brian Head Resort remains a significant recreational and tourism attraction for Utah and surrounding southwest states. Resort leadership is recognized for a longstanding commitment to the local communities of Brian Head Town, Parowan City, Cedar City and St. George City.

In the summer months, Brian Head Resort offers scenic chairlift rides, lift-served mountain

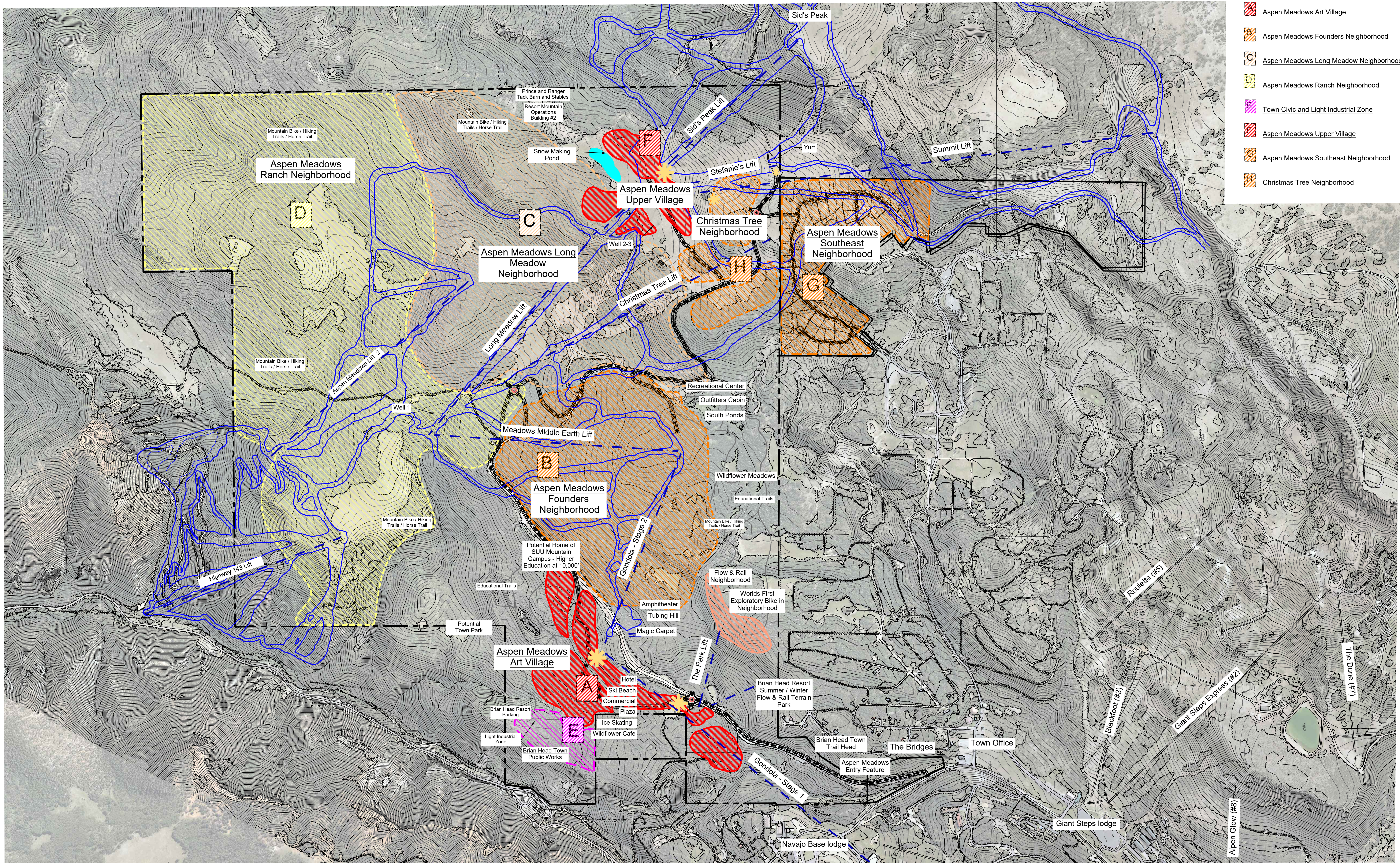
biking, hiking, disc golf, and a full schedule of family friendly activities and events. Neighboring three national parks and two national monuments, including Zion National Park, Cedar Breaks National Monument and Bryce Canyon National Park, stunning views of Utah's iconic red rock cliffs are visible from the ski lifts and runs.

For more information, please visit www.brianhead.com.

MEDIA CONTACTS:

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- A** Aspen Meadows Art Village
- B** Aspen Meadows Founders Neighborhood
- C** Aspen Meadows Long Meadow Neighborhood
- D** Aspen Meadows Ranch Neighborhood
- E** Town Civic and Light Industrial Zone
- F** Aspen Meadows Upper Village
- G** Aspen Meadows Southeast Neighborhood
- H** Christmas Tree Neighborhood