



**FOR IMMEDIATE RELEASE**

**New Zebra RFID Card Printers Help Vail Resorts Improve Skier and Snowboarder Experience**

*“Easy scan” system improves guest experience in ski lift lines*

**Vernon Hills, Ill., September 29, 2008** – Zebra Technologies Corporation (NASDAQ: ZBRA), a global leader in specialty printing and automatic identification solutions, has announced that Vail Resorts, the leading mountain resort operator in the U.S. dedicated to providing exceptional experiences to their guests, selected Zebra’s new P330i UHF RFID card printer/encoders and custom-designed UHF cards to create RFID-enabled identification cards for use with Vail Resorts’ “easy scan” system. The new system is designed to provide instant authentication of lift pass holders at the company’s ski resorts of Vail, Beaver Creek, Breckenridge and Keystone in Colorado and Heavenly in Calif, and Nevada.

“We’re always looking for new ways to enhance the experience for our guests, and the ‘easy scan’ system is designed to do just that,” said Robert Urwiler, Vail Resorts CIO. “We’ve been very happy with the Zebra printers we already use in our operations, and we are confident that the new P330i UHF RFID card printer/encoders will provide the performance we need to fulfill our goals.”

Vail Resorts will use handheld RF scanners to detect lift passes through skiers’ coats, providing an easier, more convenient experience without the need for the swiping or barcode scanning of passes. The new RFID-enabled system consists of a Zebra Gen 2 RFID card and Zebra P330i passive UHF RFID card printer, which was selected based on ease of use, speed and reliability.

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The RFID-enabled card system was created by the Vail Resorts technology team and will be implemented for the 2008-2009 ski and snowboard season at all five ski resorts.

“The P330i passive UHF RFID card printer/encoders, along with the UHF Gen 2 RFID cards we designed, are ideally suited for the lift pass auto-ID application,” said Steve Park, vice president and general manager of RFID at Zebra. “Providing longer read ranges and unique identification capabilities that facilitate higher levels of security and authentication, the Zebra solution will help Vail Resorts continue to deliver on its promise of exceptional customer experience.”

Zebra P330i passive UHF RFID card printer/encoders feature 4 MB image memory standard and a 16-character LCD display. The printer/encoders are designed for use with Zebra-designed cards and are also compatible with cards provided by other manufacturers. Product options include a magnetic encoder, and built-in Ethernet capability. The printers deliver clear, vibrant color printing and print resolution of 300 dpi.

The EPC Gen 2 cards used by Vail Resorts include a chip featuring strong sensitivity and a Unique ID (UID) serial number that cannot be changed or duplicated, thus protecting against forging or cloning of ski lift passes. The card’s inlay antenna (patent pending) was designed by Zebra specifically to maximize performance and read range and to enhance security in access control applications.

For more information about Zebra P330i printers and genuine Zebra supplies, please call 800-452-4056 or visit [www.zebra.com](http://www.zebra.com).

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### **About Vail Resorts**

Vail Resorts, Inc. is the leading mountain resort operator in the United States. The Company's subsidiaries operate the mountain resort properties of Vail, Beaver Creek, Breckenridge and Keystone mountain resorts in Colorado, the Heavenly Ski Resort in the Lake Tahoe area of California and Nevada, and the Grand Teton Lodge Company in Jackson Hole, Wyo. The Company's subsidiary, RockResorts, a luxury resort hotel company, manages casually elegant properties across the United States and the Caribbean. Vail Resorts Development Company is the real estate planning, development and construction subsidiary of Vail Resorts, Inc. Vail Resorts is a publicly held company traded on the New York Stock Exchange (NYSE: MTN). The Vail Resorts company website is [www.vailresorts.com](http://www.vailresorts.com) and consumer website is [www.snow.com](http://www.snow.com).

### **About Zebra Technologies**

Zebra Technologies Corporation improves customers' business performance through products and solutions that identify, track and manage assets, transactions and people. In more than 100 countries around the world, more than 90 percent of Fortune 500 companies use innovative and reliable Zebra printers, supplies, RFID products and software to increase productivity, improve quality, lower costs, and deliver better customer service. Information about Zebra and Zebra-brand products can be found at [www.zebra.com](http://www.zebra.com).

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### **Contact Information:**

Zebra Technologies Corporation

Media:

Tim Dreyer

+1 847-793-5677

[tdreyer@zebra.com](mailto:tdreyer@zebra.com)