



THE LITTLE NELL
HOTEL GROUP

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INTRODUCING THE LITTLE NELL HOTEL GROUP

Aspen, Colo. (January 23, 2019) – Aspen Skiing Company, a leading operator of ski resorts in North America, is pleased to announce the formation of its hospitality division, The Little Nell Hotel Group (the “Company”) - a privately held hotel investment and management platform. Based in Aspen, Colo., The Little Nell Hotel Group will focus on the expansion of its Little Nell and Limelight Hotel brands, including and beyond mountain destinations. The Little Nell Hotel Group is bolstered by The Little Nell brand, which brings decades of international recognition and success in both the ski and hospitality industries.

The Company’s portfolio of owned and operated hotels and residences currently consists of The Little Nell, Aspen’s only Five-Star, Five-Diamond, ski-in/ski-out hotel, and its affiliated Residences at The Little Nell, both located at the base of Aspen Mountain; and the upscale Limelight Hotel Aspen and Limelight Hotel Snowmass in Colorado, as well as the Limelight Hotel Ketchum/Sun Valley in Idaho. The Company also owns and operates two mountain clubs (the Aspen Mountain Club and the Snowmass Mountain Club).

[The Little Nell Hotel Group](#) is actively seeking acquisition and development opportunities for its Little Nell and Limelight hospitality brands. “We are focused on executing our strategy to further invest in the hotel business as the owner-operator of high quality hotel assets in leisure destinations,” says Alinio Azevedo, Managing Director and Chief Operating Officer, The Little Nell Hotel Group. Most recently, the Company welcomed Andy Reed, a seasoned hospitality development professional, to lead its development efforts and has partnered with The Plasencia Group as its lead financial advisor.

“This is an exciting time for Aspen Skiing Company and our hospitality division, who have spent years establishing two leading brands in The Little Nell and Limelight Hotels,” says Mike Kaplan, CEO of Aspen Skiing Company. “Alinio and team have developed a business strategy and the infrastructure to support the expansion of these brands into new markets, while staying focused on our existing properties.”

ABOUT ASPEN SKIING COMPANY

Aspen Skiing Company (ASC), based in Aspen, Colo., operates the four mountains in the Aspen Snowmass area - Snowmass, Aspen Mountain, Aspen Highlands and Buttermilk. In addition, ASC owns and operates the award-winning Ski & Snowboard Schools of Aspen Snowmass, a collection of rental and retail shops titled Four Mountain Sports and a hospitality division that includes the Five-Star, Five-Diamond property, The Little Nell and three contemporary Limelight Hotels, one based in the core of Aspen, one at the base of Snowmass Mountain, and the other in Ketchum, Idaho. In its current form, ASC is a values-driven company that is grounded within the core values of: Live Passionately, Awaken the Spirit, Elevate Community and Honor Place. For more information about Aspen Snowmass, please visit www.aspensnowmass.com or call (800) 525-6200.

ABOUT THE LITTLE NELL

The Little Nell, Aspen's only Five-Star, Five-Diamond, ski-in/ski-out hotel, offers luxury services and unparalleled access to America's most famous mountain town. Guests of The Little Nell – a Relais & Châteaux - enjoy a cosmopolitan yet intimate ambience, haute cuisine, superior wine and exclusive adventures and amenities designed to rejuvenate the mind, body and spirit. 675 East Durant Avenue, Aspen, Colo., 970.920.4600, www.thelittlenell.com.

ABOUT LIMELIGHT HOTELS

Limelight Hotels are upscale contemporary properties set in the heart of authentic mountain communities. The Limelight Aspen, in downtown Aspen, Colo., is just steps from the slopes and the downtown core. The Limelight Ketchum is situated in Ketchum, Idaho, near the base of Sun Valley's famed ski area, Bald Mountain, and walking distance to the town's shops and restaurants. The Limelight Snowmass in Snowmass, Colo., completed in December 2018, is a ski-in/ski-out property, and is located adjacent to the Elk Camp Gondola with access to 3,362 acres of terrain. All Limelight properties are designed around the communities and activities where they are located. www.limelighthotels.com.

For more information about The Little Nell Hotel Group or to discuss development and/or acquisition opportunities, please contact Andy, Reed, Vice President Development for The Little Nell Hotel Group areed@littlenellhotelgroup.com.

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