

Vail Resorts buys Bay Area snow-sports website

By Mark Harden, Denver Business Journal

Vail Resorts Inc. said Friday it has acquired Mountain News Corp. (MNC), which operates the snow-sports website OnTheSnow.com.

In a statement, the Broomfield-based ski-resort operator and real estate company (NYSE: MTN) said it will operate Orinda, Calif.-based MNC as a separate business, and that its editorial content “will be maintained separate and independent from Vail Resorts’ five mountain resorts and lodging and real estate businesses.

Terms were not disclosed.

OnTheSnow.com offers news reports, reviews and other information about ski resorts. Vail Resorts says it is the world’s most visited online snow sports portal.

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