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Peak Resorts Names Lambert, Edwards & Associates as Investor Relations Firm

GRAND RAPIDS, Michigan, March 23, 2015 – Lambert, Edwards & Associates (LE&A), a nationally-recognized investor relations and public relations firm and 2013 Financial Agency of the Year (Bulldog), announced that it will be providing investor relations counsel and services to support Peak Resorts, Inc. (NASDAQ:SKIS), a leading owner and operator of high-quality, individually branded ski resorts in the U.S.

LE&A will develop and implement strategies to elevate Peak Resorts' profile and support its investor outreach objectives following the company's recent initial public offering (IPO). The firm will provide a wide array of services, including market intelligence, program development, shareholder and investor outreach, financial and media relations and digital/social media to tell the Peak Resorts (\$SKIS) story to the investment community.

"Peak Resorts has invested significant resources over the last several months in new equipment and updates to enhance its resorts, continuing its legacy of delivering one-of-a-kind experiences and destinations," said Jeff Lambert, president of Lambert, Edwards & Associates. "We look forward to sharing the company's ongoing success with the investment community and attracting new interest in their lifestyle and recreation story."

About Peak Resorts

Headquartered in Missouri, Peak Resorts is a leading owner and operator of high quality, individually branded ski resorts in the U.S. The company currently operates 13 ski resorts primarily located in the Northeast and Midwest, 12 of which are company owned. The majority of the resorts are located within 100 miles of major metropolitan markets, including New York City, Boston, Philadelphia, Cleveland and St. Louis, enabling day and overnight drive accessibility. The resorts under the company's umbrella offer a breadth of activities, services and amenities, including skiing, snowboarding, terrain parks, tubing, dining, lodging, equipment rentals and sales, ski and snowboard instruction and mountain biking and other summer activities.

About Lambert, Edwards & Associates

LE&A (www.lambert-edwards.com) is a top-15 investor relations firm nationally and a top-10 Midwest-based PR firm with clients based in 20 states and six countries. Named the 2013 Financial Agency of the Year by Bulldog Reporter, LE&A has won numerous awards for its integrated investor relations and public relations programs, including the Silver Anvil for Small-Cap IR Campaign of the Year and the Bulldog "Best Integration of PR and IR." LE&A serves middle-market companies and national brands in five primary practice areas: Automotive, Consumer, Financial Communications, Health Care and Public Affairs. Follow us on [Facebook](#) or Twitter [@LambertEdwards](#), or public company news [@news_cap](#).

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