



FOR IMMEDIATE RELEASE

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WHAT IS MY BLUE?

Join us this winter at Blue Mountain and discover your Blue.

Collingwood, ON. - September 23, 2008 - What is "my Blue" ...? Towards the end of the 1940's a man named Jozo Weider was well on his way to creating the concept. He had turned farm land into ski hills, opened a "Ski Barn", to many après parties and was on his way to developing what is still known as Blue Mountain Resort. Today, Jozo's dream is alive and well. The largest ski and snowboard resort in Ontario now boasts 1.5 million guest visits a year and is still run by people as passionate about living the mountain lifestyle as they are sharing it.

Winter at Blue Mountain Resort boasts the best ski and snowboard terrain in Ontario. With 35 ski and snowboard trails, enhanced by a world class snowmaking system, the slopes are at their best all season long. But Blue Mountain is about more than its world class property, Blue is about people. It's about a place that provides a true connection to adventure. It's a place where people ski and ride over their lunch break and engage in the lifestyle just as much as guests do.

Our employees are passionate about living great experiences everyday. Join our team at Blue Mountain and discover "my Blue" - the lifestyle that Jozo Weider founded and that our people continue to thrive on.

Visit www.bluemountain.jobs for more information about staff transportation, our new ski instructor recruitment program, your free seasons pass, retail discounts, skiing 5 complimentary days at other Intrawest resorts and while you're there ... apply now!

People at Blue

Employer of over 1,700 staff during the peak winter season and 400 year round core employees, Blue Mountain Resort has distinguished itself as an exemplary employer. In the winter of 2005-2006 Blue Mountain Resort was designated as a Service Excellence

Organization by the Ontario Tourism Education Council. The resort was also recognized by the Tourism Federations of Ontario with the Tourism Human Resources Development Award for innovative recruitment and commitment to maintaining a strong workforce.

Our Values: Team Play - Employee Experience - Striving to Be the Best - Guest Loyalty - Playing Safely - Financial strength.

About Blue Mountain Resort

Blue Mountain, Ontario's largest mountain resort is nestled on the shores of Georgian Bay, located 90 minutes north of Toronto. Spanning over 700 acres, Blue Mountain has become the four-season destination of the North, visited by over 1.5 million guests a year. Winter at the resort boasts 34 ski and snowboard trails enhanced by world class snowmaking system. Summer months offer the largest down-hill mountain biking facility in Ontario, Monterra Golf course and a private beach property among other seasonal activities. Year-round the resort attracts visitors to over 900 luxury accommodation units and 40 unique concept restaurants, bars and retail spaces in our pedestrian village; and 37,000 square feet of state-of-the-art conference space. Blue Mountain is 50% owned by Intrawest ULC.