

FOR IMMEDIATE RELEASE



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Blue Mountain Unveils Season Passes for the Resort's 75th Anniversary Season

BLUE MOUNTAINS, ON – March 14, 2016 – As Blue Mountain moves into spring skiing, the Resort is looking ahead to its 75th anniversary season with the launch of their 2016/2017 Season Passes developed for both the young and young at heart. For the first time Blue Mountain is offering youth pricing on all season passes and introduces the new Legend Pass which is available to skiers and boarders 65 years or older. Available online, through Blue Mountain's Call Centre or at Guest Services locations, passes can be purchased at the lowest prices of the season from now until April 17, 2016.

Youth Super Pass \$479 Plus tax (Ages 6-17)	Youth 5x7[®] Pass \$194 plus tax (Ages 6-17)	Youth Night Value Pass \$129 plus tax (Ages 6-17)	Youth 6x7 Pass \$249 plus tax (Ages 6-17)	NEW Legend Pass \$99 plus tax (Ages 65+)
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"Blue Mountain is not only celebrating our history but also looking ahead to the future," says Marie-Eve Dolan, Director, Marketing, Blue Mountain Resort. "We believe that skiing and snowboarding are truly family activities and it's important to help families continue to participate in these sports together."

As a 'thank-you' to the loyal passholders who have been with us for the 2015-2016 season, Blue Mountain is offering a renewal opportunity to purchase their pass for next season at last spring's prices.

Additional incentives to purchase a pass this spring include 25% off Blue Mountain Summer Camps and the new Bonjour Bonuses. With the Bonjour Bonus, passholders can ski at Tremblant, Le Massif, and Mont-Sainte-Anne next season for \$50 a day plus applicable taxes.

5x7[®], 6x7 and Night Value Passholders will appreciate an extra hour of daylight skiing with the recently announced update to Blue's hours of operation. As of next season, night skiing will be available from 3:30 p.m. to 9:00 p.m. giving passholders who hit the slopes after work or school more time to enjoy Blue before the sun goes down.

Passholders are encouraged to purchase before April 17, 2016 as the price points and all applicable incentives will expire once the spring pricing period comes to end.

Blue Mountain currently has 34 trails open for day skiing and Blue Mountain promises to remain open for as long as conditions allow. Guests who purchase their Season Pass before April 17 will receive discounted access to Blue as of March 21, with lift tickets priced at \$15 plus tax.

For more information about Blue Mountain's Spring Season Pass sale, visit http://www.bluemountain.ca/spring_season_passes.htm.

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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. Blue Mountain has become the four-season destination of the North, visited by more than 1.5 million guests a year. Winter at the resort boasts 42 ski and snowboard trails enhanced by a world-class snowmaking system. Summer months offer the largest downhill mountain biking facility in Ontario, Monterra Golf course, Ridge Runner Mountain Coaster, Cascade Putting Course, Timber Challenge Ropes Course, Wind Rider Triple Zips and a private beach property among other seasonal attractions. Year-round the resort attracts visitors to more than 1,000 luxury accommodation units and 45 unique concept restaurants, bars and retail stores in our pedestrian Village. 53,000 square feet of state-of-the-art conference space caters year-round to corporate meeting groups. Blue Mountain is owned by Intrawest ULC. Visit www.bluemountain.ca for more information.

About Intrawest Resorts Holdings, Inc.

Intrawest is a North American mountain resort and adventure company, delivering distinctive vacation and travel experiences to its customers for over three decades. The Company wholly owns six four-season mountain resorts with approximately 8,000 skiable acres and over 1,130 acres of land available for real estate development. Intrawest's mountain resorts are geographically diversified across most of North America's major ski regions, including the Eastern United States, the Rocky Mountains, and Canada. The Company also operates an adventure travel business, the cornerstone of which is Canadian Mountain Holidays, a leading heli-skiing adventure company in North America. Additionally, the Company operates a comprehensive real estate business through which it manages, markets and sells vacation club properties; manages condominium hotel properties; and sells and markets residential real estate. Intrawest Resorts Holdings, Inc. common stock is traded on the New York Stock Exchange (NYSE: SNOW). For more information, visit www.intrawest.com.