



FOR IMMEDIATE RELEASE

Media Contact:

Tara Lovell, PR Manager
Blue Mountain Resort
Tel: 705-445-0231 ext: 6052
Email: tlovell@bluemountain.ca
www.bluemountain.ca

Winter is here: Ski Resort Goes from Green to White in a Week
Blue Mountain Resort Opens all Chairlifts for the Ski Season

THE TOWN OF THE BLUE MOUNTAINS, ON – January 5, 2016 — After a record breaking green Christmas in Ontario, things are looking more like winter at Blue Mountain Resort. “We knew winter was on its way and Blue Mountain was more than ready for it,” says Peter Sutcliffe, Director of Mountain Operations at the Resort. “In five days, we went from two beginner runs accessible by two carpets, to 25 trails and 11 lifts open for skiing and riding and it looks like we’ll have all the trails open by the end of next week.”

On December 30th, Blue Mountain Resort had its latest opening day on record. At the same time, staff on-resort were prepared to operate a number of Blue’s green season activities as the forecast was still calling for warmer than normal temperatures. “The goal at Blue is always to provide our guests with ways to stay active and entertained,” notes Sutcliffe. “We knew that the holiday season would be busy and with or without Mother Nature’s cooperation, we delivered on Blue Mountain’s commitment to providing great experiences for our guests.”

Blue Mountain has invested in an operations system that helps the Resort stay nimble in the face of unpredictable weather conditions. From snowmaking to diversified off-hill attractions and events, the team at Blue has focused on staying flexible and creative in the face of volatile forecasts.

With winter temperatures finally hitting Ontario, the snowmaking team at Blue Mountain has been busy turning the mountain from green to white. In a week, the advanced snowmaking system and efficient grooming capacity has been able to double the average base of snow on nearly all of the Resort’s 42 ski runs.

“Even though we had what felt like a slow start to winter, the snow did come and we are happy to welcome our Winter Warriors back to Blue,” says Sutcliffe.

Updates about on-hill conditions are posted on Blue Mountain’s social media sites and on BlueMountain.ca.

-30-

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.