



Media Advisory: Blue Mountain Opens for its 75th Season

BLUE MOUNTAINS, ON – December 9, 2016 – Blue Mountain opens for its 75th ski season on Sunday, December 11, 2016 at 9:00 a.m. The Resort will be kicking off the anniversary year with remarks from President & COO, Dan Skelton and photo opportunities with previous team leaders including Gord Canning and George Weider, son of Blue Mountain's founder, Jozo. Guests can enjoy complimentary hot chocolate and receive a commemorative 75th anniversary pin. To add to the celebrations, Opening Day lift tickets will be only \$7.50.

Photo and interview opportunities will be available following the loading of the first chair.

What	<p>Blue Mountain's 75th Opening Day</p> <ul style="list-style-type: none">- Watch as Blue Mountain's Ski Patrol escorts the Blue Mountain Village Association Mascot, Frost the Fox, down the ski hill and through a 20' banner at the bottom of Memory.- Listen to remarks from Dan Skelton, President & COO, Blue Mountain Resort- Enjoy complimentary hot chocolate- Opening Day lift tickets for only \$7.50- Skiers and riders who are in line before the first chair is loaded will receive a chance to win one of six jackets from The North Face each valued at a maximum of \$500
When & Where	<p>Media are requested to assemble at the base of the Silver Bullet on Sunday, December 11 at 8:45 a.m.</p> <p>Dan Skelton, President & COO to make remarks and load the first chair at 9:00 a.m. sharp.</p> <p>Silver Bullet Lift Plaza outside the Activity Central building.</p>
Who	<p>Dan Skelton, President & COO, Blue Mountain Resort, members of the Executive Team.</p> <p>Formal remarks will be made at the Silver Bullet Chair.</p> <p>Photo opportunities will be available throughout the launch event with interview opportunities immediately following the first chair.</p>

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.

About the Blue Mountain Village

Between the foot of the Niagara Escarpment's scenic Blue Mountains and the rugged shores and crystal clear waters of Georgian Bay, the picturesque Blue Mountain Village is Southern Ontario's premiere four-season destination. A cobblestoned pedestrian village framed by turn-of-the-century Ontario architecture, the Village offers a wide variety of family accommodations, activities, events and attractions including over 40 unique shops and restaurants, zip lines, ropes courses, hiking, biking, Segway tours and much more. An incredible natural retreat, the Village offers as much – or as little – as you'd like to do. Visit www.bluemountainvillage.ca for more information.