

FOR IMMEDIATE RELEASE
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Blue Mountain Resort Brings Winter Savings to Summer

BLUE MOUNTAINS, ON – August 4, 2016 – In the middle of a heat wave, Blue Mountain Resort wants skiers and riders to start thinking about winter with a limited time Summer Freeze Sale on select 2016/2017 Season Passes. Available online, through Blue Mountain's Call Centre or on-resort at Guest Services locations, 5x7[®] Adult and Youth passes can be purchased at \$20 off the Early Bird rate until August 8, 2016.

Adult 5x7[®]
\$269 + tax

Youth 5x7[®]
\$229 + tax

Along with the Summer Freeze discounts, skiers and riders who purchase a 5x7[®], Super Pass or 6x7 pass from August 4-8 will receive 2 free Base Camp attraction tickets valid for many of Blue Mountain's summer attractions including the Ridge Runner Mountain Coaster and the Triple Zips zipline.

"Blue Mountain has become a true four-season destination," says Chris Lewis, Vice President, Resort Services. "It's great to be able to offer guests who love Blue Mountain in the winter with some summer fun at Blue to tie them over until ski season starts again."

To help bring winter into summer, little riders can give snowboarding a try at the Burton Riglet park which will be set up at the Blue Mountain Beach on August 6. Guests who purchase their pass in-person, on-resort during the Freeze Sale will also receive a free ice cream along with their free attraction tickets to help them stay cool this summer.

Passholders are encouraged to purchase by August 8, 2016 as the price points and all applicable incentives will expire once the Freeze Sale pricing period comes to end. Details can be found at www.bluemountain.ca or by calling 1-877-445-0231.

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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.