



One of the Last Ski Resorts Standing Blue Mountain Resort Hosts Sendoff to Winter after a Challenging Ski Season

THE TOWN OF THE BLUE MOUNTAINS, ON – April 5, 2016 – After one of the toughest ski seasons Eastern Canada has faced, Blue will be the only Ontario ski resort open midweek this week when it opens for skiing and riding on Wednesday and one of the last resorts in the province with open ski runs this weekend. The Resort will remain open through the weekend and is inviting all alpine-enthusiasts to sendoff what has been a truly exceptional season for the ski industry.

“We know it has been an exceptional winter for all Ontario resorts,” says Tara Lovell, Manager, Public Relations. “The team at Blue was able to leverage other Resort offerings when skiing and snowboarding were not feasible, but after a season like this one, it only seems right to celebrate with the skiers and riders that were with us through a challenging winter.”

The Resort had its latest opening day on record in December and, for the first time, re-opened green season attractions at the beginning of the holiday season. Blue Mountain will not have a record-breaking year for days on snow but will certainly be shy of the 147 open ski days the Resort had in 2013-2014.

“We have received a lot of feedback from our guests about the season,” says Chris Lewis, VP Resort Services, Operations. “Skiers and snowboarders share our passion for winter and it was tough to stay positive when it seemed like Mother Nature just wasn’t going to give us the winter we all hope for.”

To celebrate the end of an atypical winter, Blue Mountain will be doing something it has never done before by welcoming all current season passholders to the hills for every remaining day of the season. “No restrictions, no matter what kind of season pass you have,” says Lewis. “We are hoping this gives everyone the opportunity to enjoy spring skiing in Ontario.”

For those who do not have a season pass, lift tickets will be \$29 for adults and \$19 for youths and seniors. Also available are early bird season passes for next season which will allow guests to ski for \$15 any day for the remainder of this season as well.

Blue Mountain will be open for skiing and riding as of Wednesday, April 6 through to Sunday, April 10. The Resort will potentially re-open for the following weekend as well but this will, as always, depend on weather and conditions.

More information and updates on snow conditions can be found on Blue’s recently updated website at www.bluemountain.ca

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.