



FOR IMMEDIATE RELEASE

Media Contact:

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

Media Advisory: Blue Mountain Announces April 17 as Last Day of the Season

BLUE MOUNTAINS, ON – April 12, 2016 –Blue Mountain Resort has announced April 17, 2016 as the Resort's closing day of the ski season. The Resort opened on December 30, 2015 for skiing and snowboarding. After this weekend, Blue Mountain will have had 102 days on snow which even after a challenging season, still surpasses the Resort's shortest season record at 96 days in 2011-2012.

A selection of Blue's spring and summer attractions will be open this weekend including the Cascade Putting Course and Woodlot Low Ropes Course. Monterra, Blue Mountain's golf course, is scheduled to open by the end of April.

For the most up-to-date information on Mountain operations, live updates are made to Blue's Mountain Conditions Report at <https://www.bluemountain.ca/mountain/conditions-report>.

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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.