

FOR IMMEDIATE RELEASE

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PANORAMA SEASON PASS SALE
Earlybird Pricing Available Until October 12, 2009

Panorama Mountain Village, B.C. – Tuesday, September 1st, 2009 – Panorama’s 2009-2010 winter season passes are now on sale. Earlybird pricing is available until October 12th.

“For the folks here at Panorama, it’s essential that snow sports remain accessible to all” explains Marke Dickson, Marketing Manager. “We know that skiers and riders are looking for value, now more than ever, and with several options to choose from at earlybird pricing, Panorama’s flexible program has a pass at the right price for everyone”.

To purchase a winter 2009-10 season pass, skiers and riders can:

- Visit Panorama’s online store at skipanorama.com.
- Call Panorama Central Reservations at 1.866.601.7388 to order by phone.

Full Season Pass Adult only \$799

Ski or ride when you want! With 120 trails and close to 3000 acres of terrain, you’ll need the whole season to ski all of Panorama.

Transferable Parent’s Pass only \$899

You love to ski, but who is going to look after the kids? Mom and Dad can take turns with Panorama’s Parent’s Pass. You deserve the break!

Children Ski for only \$269 with the Family Plan

Ski with your toddler or tear down the slopes with your teen for less! Panorama offers packages tailored to the needs of each and every family.

Add a Nordic Pass for only \$38

Panorama Season Pass holders can ski all winter at the Greywolf Nordic Centre for half price!

Panorama opens its doors to the public on December 11th. But before guests return to play in the mountains, Panorama will host a number of ski teams, as they prepare for the 2010 Vancouver Winter Olympics, including the Canadian Women Alpine Ski Team, the Canadian Para-Alpine Ski Team, the Canadian Alpine Snowboard Team, and local Olympian, Nick Brush, guide for para-athlete Chris Williamson from Blue Mountain.

This winter, Panorama will continue to focus on providing outstanding grooming and snow conditions in the Founder's Ridge area. This summer, both Strobl Strasse and McIntosh Way were cleared and re-graded to improve intermediate terrain in the area.

For advanced skiers and riders, Panorama is also opening a new run on skier's right of Stumbock's, which means more powder turns for everyone.

ABOUT PANORAMA MOUNTAIN VILLAGE

Panorama Mountain Village, located in the Purcell Mountains, has one of the largest vertical descents in North America. Quad chairlifts give access to the summit and over 100 trails, including former Heli-Ski terrain in Taynton Bowl. Panorama is also home to Greywolf, ranked British Columbia's best golf course by Golf Digest. For more information, visit www.panoramaresort.com and www.greywolfgolf.com.

ABOUT INTRAWEST

Intrawest is a leader in the development and management of experiential destination resorts. The Company has interests in a network of resorts at North America's most popular mountain destinations including Whistler Blackcomb, a host venue for the 2010 Olympic and Paralympic Winter Games and Canadian Mountain Holidays, the largest heli-skiing operation in the world. In addition, Intrawest markets and sells real estate at its resorts in North America and at other third-party locations around the world. Intrawest is headquartered in Vancouver, British Columbia and is a portfolio company owned primarily by private equity funds managed by affiliates of Fortress Investment Group LLC. For more information, visit www.intrawest.com