

**FOR IMMEDIATE RELEASE**

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**PANORAMA'S "LESS THAN LAST YEAR" SEASON PASS SALE**  
**Ski or Ride Everyday in 2009/10 for Only \$699**

**Panorama Mountain Village, B.C. – Tuesday, June 9th, 2009** – For a limited time only, Panorama is offering 2009/2010 Winter Season Passes for less than last year.

Traditionally, Panorama Mountain Village runs an Earlybird Season Pass Sale every September. Until June 30th, Panorama is going above and beyond last year's earlybird pricing, offering 2009/10 Winter Season Passes for even less. And to top it all off, Panorama will throw in a 2-day buddy pass that pass holders can give to a friend.

"It's hard to overstate how much we appreciate our Season Pass holders. Knowing that this year, more than ever, Panorama skiers and riders are looking for value, we took a step back", explains Marke Dickson, Marketing Manager.

"In the past, we've found that people try to save money by purchasing a number of different passes and frequency cards together. More often than not though, they don't save much, they can't ski when they want, and they end up with a pocket full of plastic", continues Dickson. "At only \$699, a 2009/10 Full Season Pass is an exceptional deal. Pass holders only need to ski or ride ten days this coming winter to make it worthwhile".

Although Panorama still plans a September Pass Sale, Dickson advises not to wait for the fall price rise! This is the best price of the year, guaranteed! Panorama Mountain Village offers a number of flexible pass options to suit everyone's lifestyle, including...

**Full Season Pass** – Only \$699

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 \$799

You love to ski, but who is going to look after the kids? Mom and Dad deserve the break, and now they can take turns with our Parent's Pass.

**Family Plan** – Only \$229 per child\*

Ski with your toddler or rip down the slopes with your teens for less! We offer packages tailored for the needs of each and every family.

All season passes come with privileges:

- 10% off the best price at Can-Ski and Showcase Snowboards
- 15 FREE hot chocolates at the Great Hall
- Discounted ski tuning at Lusti's Mountain Outfitters
- Over \$100 off a 3-descent rk heliski adventure
- And more...

To purchase a 2009/10 Winter Season Pass for less than last year, skiers and riders can call Panorama Reservations at 1-866-601-7388. The sale ends on June 30th, 2009, with no extensions.

\*When purchased with a Parent's Pass or one Adult Family Plan Pass.

*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](http://www.panoramaresort.com).*

**About Inrawest ULC**

*Inrawest is a world leader in experiential destination resorts. The company has interests in ten resorts at North America's most popular mountain destinations including Whistler Blackcomb, a host venue for the 2010 Winter Olympic and Paralympic Games. The Inrawest network also includes Canadian Mountain Holidays, the largest heli-skiing operation in the world, Sandestin Golf and Beach Resort in Florida and Club Inrawest—a private resort club with locations throughout North America. In addition, Inrawest develops real estate at its resorts and at other locations across North America and in Europe. Inrawest is headquartered in Vancouver, British Columbia. For more information, visit [www.inrawest.com](http://www.inrawest.com)*