

FOR IMMEDIATE RELEASE – August 1, 2007

Panorama Mountain Village, B.C. – Put simply, last year was epic. 2006/07 was a record snow season, and for guests, this meant day after day of powder. With the return of winter, skiers and boarders will notice several improvements aimed at making their mountain experience even better.

This year, we start winter off with a bang! On November 24th and 25th, Panorama Mountain Village hosts the **FIS Alpine Ski World Cup**, with **Ladies Giant Slalom** and **Slalom** events to be held on *Hay Fever & Old Timer*. Athletes from around the world will participate in the races, which will broadcast in over 30 countries to 35 million plus viewers each day.

Volunteers for Panorama's World Cup event earn credit towards participation in the **Vancouver 2010 Winter Olympic Games**.

Panorama's **Snowmaking Department** worked hard this summer to prepare *Hay Fever* for the **World Cup**. "Due to the operational challenges of snowmaking on steep runs, we installed an advanced **line flooding system**", explains Director of Mountain Operations, Brad Brush. This computerized system starts up automatically in minutes when temperatures are cold enough.

Hay Fever was also widened for the World Cup, enhancing recreational skiing & boarding.

Come this winter, the drive from Invermere to Panorama will be much smoother. British Columbia's **Ministry of Transportation** is currently re-paving the road from the valley to the resort.

With the purchase of a third **BR-350 Snowcat**, Panorama's fleet continues to grow; ensuring that the best equipment is on mountain grooming long cruisers to perfection.

In addition to skiing and boarding, Panorama offers a host of guest activities, including a new **dog sledding** program. Two-hour tours allow guests to familiarize themselves with the dogs and learn the basics of mushing. Interested participants are encouraged to drive the team home themselves! The tour can also be booked as a snowmobile/dog sledding combo.

Solspa is now offering a terrific selection of body care products, including hand-made soaps, lotions, and facial products. All products are from Canadian companies, using nothing but natural ingredients made with the finest attention.

Panorama's signature slopeside lodging is looking better than ever. Condominiums in **Ski Tip, Tamarack, and Panorama Springs** have been repainted and rental condos will be equipped with **DVD players**.

Already recognized for efforts in the area of **environmental stewardship**, Panorama continues to promote **sustainable slope** initiatives. For the first time, the winter mountain map is printed on recycled paper.

Panorama Mountain Village looks forward to another great season. See you on the slopes!

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

ABOUT INTRAWEST

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

Media contact:

Hayley Wilson
Marketing Coordinator
Phone: (250) 341-4194
hwilson@intrawest.com