

# INTRAWEST

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## **WHISTLER BLACKCOMB GROWS TO MORE THAN 500,000 ACRES THROUGH THE PURCHASE OF WHISTLER HELI-SKIING**

**Vancouver, BC and Whistler, BC, September 1, 2006** – Intrawest Corporation, a world leader in destination resorts and adventure travel, announced today that Whistler Blackcomb has acquired Whistler Heli-Skiing in a transaction that significantly increases Whistler Blackcomb's skiable terrain and offers guests over a half a million acres of skiing and snowboarding terrain. The purchase adds Whistler Heli-Skiing's tenure of 494,000 acres throughout the Whistler backcountry to Whistler Blackcomb's 8,171 acres of in-bounds skiing, creating a ski area of 502,171 acres or 785 square miles.

The four previous owners of Whistler Heli-Skiing – Doug O'Mara, John Hetherington, Andrew Wilkins and Ken Hardy – will continue to be actively involved in the business. They will continue to provide management and expert guiding for Whistler Heli-Skiing while Whistler Blackcomb will provide added sales, marketing and operational support.

"Whistler Blackcomb is very excited with the new opportunity to grow the Whistler Heli-Skiing business," says Dave Brownlie, Whistler Blackcomb's Chief Operating Officer. "Under the continued expert management and guiding of Doug, John, Andrew and Ken, and with the valuable marketing, sales and operational infrastructure that Whistler Blackcomb can provide, the business is poised for even greater success. There are huge opportunities for us to market heli-skiing alongside our current in-bounds experiences."

"This announcement is great news for Whistler as it presents an opportunity to package guest products that are unique in the ski resort vacation market," says Doug O'Mara from Whistler Heli-Skiing. "There are very few places in the world where a world-class ski resort can provide its guests with a heli-ski experience on glaciers within a five minute flight from the village. With Whistler Blackcomb's strong sales and marketing efforts, the opportunities to create unbelievable packages and attract new guests to the resort will be significant. My partners and I are very happy to be able to take Whistler Heli-Skiing to this next level with Whistler Blackcomb."

Another major benefit of the two companies joining forces is the incredible wealth of shared snow science knowledge that will now be available to both companies. Some of the most experienced mountain guides and ski patrollers in the business will now share years of snow data collection and snow study. In a business that relies daily on the predictability of its forecasting and reporting, this shared intelligence will be a significant asset.

The 25 year-old heli-ski company, the only one based in Whistler Resort, will still operate as Whistler Heli-Skiing, and will be a wholly owned subsidiary company of Whistler Blackcomb.

Whistler Heli Skiing has been in business for 25 years and employs some of Canada's most experienced guides averaging over 15 years of experience. With one of the largest land tenures in the province at 494,000 acres, Whistler Heli Skiing is widely recognized for its exceptional level of personal customer service, an unwavering commitment to safety standards, and professional, accommodating relationships with the community and other backcountry users. For more information, visit [www.whistlerheliskiing.com](http://www.whistlerheliskiing.com).

Consistently ranked as North America's top ski and snowboard resort, Whistler Blackcomb continues to raise the level of mountain excitement for its guests, and has unveiled plans for a new high-speed quad accessing Whistler Mountain's spectacular high alpine for the 06/07 season. Located a scenic two-hour drive north of Vancouver up the spectacular 'Sea to Sky' Highway, this resort is home to the continent's two greatest vertical-rise ski mountains – Whistler and Blackcomb. With over 17 alpine bowls, four glaciers, 200 trails, 8,171 acres of skiable terrain and a one-mile vertical rise, the choices of where and what to ski/ride at Whistler Blackcomb from beginner to advanced terrain are staggering. Joined at the base by a vibrant pedestrian village filled with restaurants, patios, cafes, shops, galleries and spas, and surrounded by breathtaking scenery, this four-season resort is spectacular by nature. Check it all out at [www.whistlerblackcomb.com](http://www.whistlerblackcomb.com).

Intrawest Corporation (IDR: NYSE; ITW: TSX) is a world leader in destination resorts and adventure travel. The company has interests in 10 resorts at North America's most popular mountain destinations, including Whistler Blackcomb, a host venue for the 2010 Winter Olympic and Paralympic Games. Intrawest owns Canadian Mountain Holidays, the largest heli-skiing operation in the world, and an interest in Abercrombie & Kent, the world leader in luxury adventure travel. The Intrawest network also includes Sandestin Golf and Beach Resort in Florida and Club Intrawest – a private resort club with nine locations throughout North America. 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](http://www.intrawest.com).

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