

# INTRAWEST



## FOR IMMEDIATE RELEASE

### INTRAWEST AND COCA-COLA ANNOUNCE LONG-TERM STRATEGIC PARTNERSHIP AND SPONSORSHIP AGREEMENT

*Pioneering Cooperative Resort Sponsorship Program will see Coca-Cola Products Continue as the Official Beverages at 10 of Intrawest's Destination Resorts in North America*

**Vancouver, B.C. and Atlanta, GA. - October 13, 2008** - Intrawest and The Coca-Cola Company today announced that they have entered into a new multi-year strategic partnership to enhance and expand upon their existing resort sponsorship program. The scope and breadth of the new agreement builds upon the success of the current partnership between the two companies.

Under the terms of the agreement, Coca-Cola North America (CCNA) and its bottle partners in the United States and Canada will continue to be the official beverage providers at 10 of Intrawest's destination resorts in North America. The strategic partnership will ensure that a wide range of beverages, including Coke®, Diet Coke®, Coke Zero and Sprite®, Minute Maid® juices, Evian® and Dasani® waters, glacéau enhanced waters and Odwalla juices continue to be a fun and enjoyable part of a guest's experience when they visit an Intrawest resort.

"This agreement with Coca-Cola is among the most significant marketing partnerships in Intrawest's history," said Bill Jensen, chief executive officer at Intrawest. "We see the opportunity to showcase the world's most popular beverages as an extension of our commitment to deliver memorable and unique experiences for our resort guests, homeowners and our employees. We look forward to continuing our long and successful partnership."

CCNA beverages will be served exclusively throughout Intrawest's resorts at food courts, restaurants, bars and in on-mountain concessionaries. Beginning in September 2008, the strategic partnership will include the following Intrawest destination resorts:

- Copper Mountain (Colorado)
- Mountain Creek (New Jersey)
- Panorama Mountain (British Columbia)
- Sandestin Golf and Beach Resort (Florida)
- Snowshoe Mountain (West Virginia)
- Steamboat Ski Resort (Colorado)
- Stratton Mountain (Vermont)
- Mont Tremblant Resort (Quebec)
- Whistler Blackcomb (British Columbia)
- Winter Park Resort (Colorado)

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“We are thrilled to continue and build on our strategic partnership with Intrawest,” said Sandy Douglas, president, Coca-Cola North America. “Intrawest is a premier operator of several of the finest ski resorts and experiential destination resorts in the world. We look forward to providing Intrawest’s resort guests great products from our broad portfolio of beverages to meet their refreshment needs.”

Both companies place a high priority on promoting nutrition and physical fitness. A key component of the new partnership will be the co-development of a variety of joint marketing and sponsorship programs to educate people of all ages on the allure and beauty of nature and the benefits of leading a healthy lifestyle.

In addition, this new strategic partnership will go well beyond a “typical” marketing relationship as Intrawest and Coca-Cola will work together to develop and implement industry-leading environmental programs (e.g., sustainable packaging and innovative recycling programs) throughout Intrawest’s network of destination resorts.

“Coca-Cola is the undisputed world-leader in brand management,” said Andy Wirth, executive vice president of sales & marketing and chief marketing officer at Intrawest. “This strategic partnership will provide a unique opportunity to join the top global consumer beverage brands with some of the world’s most popular destination resorts. Together we will deliver innovative sponsorship programs to increase awareness of health, wellness and the environment for the millions of guests that visit Intrawest’s resorts each year.”

### **About Intrawest**

Intrawest 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 Olympic and Paralympic Winter 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 locations throughout North America. In addition, Intrawest develops, markets and sells real estate at its resorts and at other locations across North America and in Europe. 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 (NYSE: FIG). For more information, visit [www.intrawest.com](http://www.intrawest.com)

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### **About Coca-Cola Foodservice and Hospitality**

Coca-Cola Foodservice and Hospitality serves the restaurant and hospitality industry as part of The Coca-Cola Company -- the world's largest beverage company. Along with Coca-Cola®, recognized as the world's most valuable brand, the Company markets four of the world's top five nonalcoholic sparkling brands, including Diet Coke®, Fanta® and Sprite®, and a wide range of other beverages, including diet and light beverages, waters, juices and juice drinks, teas, coffees, energy and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1.4 billion servings each day. For more information about The Coca-Cola Company, please visit our website at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).

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