

INTRAWEST

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INTRAWEST ENHANCES MARKETING AND SALES LEADERSHIP AT ITS COLORADO MOUNTAIN RESORTS

Industry Veterans Assume Key Leadership Positions at Steamboat Ski & Resort Corporation, Winter Park Resort and Copper Mountain

Vancouver, B.C. – April 24, 2009 – Intrawest, a leader in the development and management of experiential destination resorts, today announced new marketing and sales leadership appointments at three of the premier mountain resorts in Colorado – Steamboat, Winter Park and Copper Mountain. The appointments involve existing senior management team members and all will be effective on June 1, 2009.

Andy Wirth has accepted the newly created position of Senior Vice President of Sales & Marketing at Steamboat and he will have direct responsibilities for all aspects of marketing and sales at the resort. Previously, Wirth served as Intrawest's Chief Marketing Officer based in Vancouver, and prior to this he spent 23 years in various senior marketing leadership positions at Steamboat. In addition to his new responsibilities at Steamboat, Wirth will maintain direct oversight and management of Intrawest's enterprise-wide strategic partnerships and coordination of the Intrawest Hospitality Management marketing platform. In addition, Wirth will continue to work in close coordination with Intrawest's real estate sales and marketing division, Playground. Wirth commented: "I am genuinely thrilled to be returning to Steamboat Ski Town USA® while still maintaining my overarching responsibilities on behalf of Intrawest."

"We are extremely pleased to see Andy return to the senior leadership team at Steamboat," said Chris Diamond, president and chief operating officer at Steamboat Ski & Resort Corporation. "Andy is an industry veteran with a strong track record of building the brand value and customer programs that have defined Steamboat's reputation as the leading family resort in the West. He is an enthusiastic leader and accomplished community representative and we welcome him back to Steamboat."

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With this, Rob Perlman will transition from his role as the Vice President of Sales & Marketing at Steamboat to his new position as the Vice President of Sales & Marketing at Winter Park Resort. Prior to joining Steamboat in June 2008, Perlman served as the Chief Executive Officer for Colorado Ski Country USA, a role in which he represented the ski industry as the Chairman of the Board of the Colorado Tourism Office. Perlman's extensive industry experience also includes roles at Winter Park, Vail Resorts and Mammoth Mountain in California.

"Rob has done an outstanding job at Steamboat and he has made very positive contributions to the company, the resort brand and the local community over the course of the past year. We wish him all the best in the future as he begins this wonderful new opportunity at Winter Park," added Diamond.

"Rob began his career in Winter Park and his vast experience with the City of Denver and the Colorado Legislature through his leadership of the Colorado Tourism Office will greatly benefit Winter Park," said Gary DeFrance, president and chief operating officer at Winter Park Resort. "His exceptional work at Steamboat coupled with his background at Colorado Ski Country USA will greatly enhance our efforts to evolve Winter Park's position as a true destination resort."

"A significant opportunity presents itself to leverage two talented executives within our company to drive business opportunities in Colorado," said Bill Jensen, chief executive officer at Intrawest. "Steamboat and Winter Park are two of our core resort properties and they remain a central focus for Intrawest's long-term success. I am confident that under the sales and marketing leadership of Andy and Rob we will continue to deliver exceptional experiences for our guests, homeowners and employees at these two great resorts."

In addition to the new appointments at Steamboat and Winter Park, Jesse True will continue his role as the Vice President of Sales & Marketing at Copper Mountain. True will focus exclusively on brand management and enhancing the guest experience at Copper Mountain. Previously, True oversaw the marketing and sales disciplines at both Copper Mountain and Winter Park.

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About Intrawest

Intrawest is a leader in the development and management of 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.

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