INTRAWEST

Sprint

FOR IMMEDIATE RELEASE

INTRAWEST AND SPRINT ANNOUNCE STRATEGIC ALLIANCE FOR WIRELESS SERVICES TECHNOLOGY AT INTRAWEST'S MOUNTAIN RESORTS IN THE UNITED STATES

VANCOUVER, B.C. and OVERLAND PARK, Kan—October 20, 2009 – Intrawest and Sprint (NYSE: S) today announced a new strategic alliance that will put Sprint's mobile devices, voice plans and air cards in the hands of Intrawest's staff at Copper Mountain and Steamboat Resort in Colorado. The new three-year agreement also gives Sprint the exclusive rights to promote, advertise and market their wireless products and services at all of Intrawest's mountain resorts in the United States, including Mountain Creek in New Jersey, Stratton Mountain Resort in Vermont, Snowshoe Mountain in West Virginia and at Intrawest's three Colorado resorts (Copper, Steamboat and Winter Park Resort).

"Effective and reliable communications are critical to the success of Intrawest's business at our mountain resorts," said Andy Wirth, senior vice president of sales & marketing at Intrawest. "Not only has Sprint continued to be at the cutting edge of communication technology, they've also been a longstanding supporter of skiing through their work with the U.S. Ski Team at many of our resorts. We're proud of this strategic alliance and look forward to cooperatively developing more programs that benefit our guests with Sprint."

Sprint will also serve as a presenting-level sponsor and associate-level sponsor at several key events throughout the year at Copper Mountain, Steamboat and Winter Park. These event sponsorships will provide Sprint with the opportunity to educate and inform resort guests on the benefits of Sprint's wireless products and services through on-site promotions, event signage, print collateral and an online presence on each resort's website.

"Sprint's association with skiing and snowboarding has been a central part of our business strategy for several years and our partnership with Intrawest is further proof of that commitment," said Steve Gaffney, Sprint's director of sports and entertainment marketing. "Intrawest is recognized for its guest-friendly resorts and its progressive use of Sprint's wireless technology will enable staff and guests to access information quickly, and communicate with voice, text or e-mail almost anywhere on the mountain using Sprint's Now Network."

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Skiers and snowboarders will also be able to get up-to-the-minute resort information, weather, snow conditions, traffic reports and more with Sprint's SnowZone, a wireless application available exclusively to Sprint subscribers. SnowZone also allows subscribers to watch video highlights of the U.S. Ski Team and U.S. Snowboarding during the season as well as the latest standings, results and team news.

About Intrawest

Intrawest is a leader in the development and management of experiential destination resorts. The Company has a network of resorts at North America's most popular mountain destinations including Whistler Blackcomb, a host venue for the 2010 Olympic and Paralympic Winter Games and Canadian Mountain Holidays, the largest heli-skiing operation in the world. In addition, Intrawest markets and sells real estate at its resorts in North America. 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. For more information, visit www.intrawest.com

About Sprint Nextel

Sprint Nextel offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses and government users. Sprint Nextel is widely recognized for developing, engineering and deploying innovative technologies, including two wireless networks serving almost 49 million customers at the end of the second quarter of 2009; industry-leading mobile data services; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone. The company's customer-focused strategy has led to improved first call resolution and customer care satisfaction scores. For more information, visit www.sprint.com.

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