



SNOWSHOE MOUNTAIN IS EXTENDING THE SEASON!

With epic snow conditions, the region's #1 resort plans to remain open through April 5th with great spring savings.

Snowshoe, W.V.— Snowshoe Mountain Resort announced today that it plans to remain open through April 5th to take advantage of the best snow conditions in the resort's 36-year history. This will give skiers and riders an extra week to enjoy the region's #1 resort. Snowshoe also announced that the extended season will include big savings for skiers and riders getting in those last turns of what have been a truly incredible season.

Snowshoe has seen more than 158" of natural snowfall this season, leading to some of the best conditions in the resort's history. Much of that snowfall has come in the last two months—including more than 39" in the last week—and the resort is currently boasting base depths of more than 4 feet across the region's most expansive terrain. The mid-Atlantic and Southeast have seen record snowfalls, and regional skiers and snowboards have flocked to Snowshoe to take advantage of western resort skiing close to home.

And those snow lovers will be treated to big savings during Snowshoe's extended season, as the resort is offering free lift tickets with a two or more night stay between March 28th and April 5th. Skiers and riders will also benefit from \$15 rental equipment, and anyone showing a season pass from any other ski resort will be treated to a \$20 lift ticket. Similarly, Snowshoe is confident that anyone visiting the resort will fall in love, so they're offering to put the price of a one-day, discounted extended season lift ticket towards the purchase of a 2010-2011 winter season pass.

While snow conditions should be phenomenal for Snowshoe's extended season, skier and riders will also look forward to taking advantage of what are usually milder temperatures and sun-splashed day. The spring season is also a great time to introduce newcomers to the sport, as the milder weather makes the learning experience more enjoyable. Snowshoe is also offering great Learn to Ski for first-time or beginner guests.

For more details on Snowshoe's extended season and all of the great offers from the region's #1 resort, call 877-441-4386.

##

Snowshoe Mountain is a four-season, Intrawest destination resort situated in the southern portion of the pristine Allegheny Mountains. This 11,000-acre playground offers 1,500 feet of vertical drop for its expansive skiing and mountain biking terrain. With a mountain top village nearly one mile high in the sky, Snowshoe offers unique variety of lodging, dining and shopping options. A host of special events and activities make the West Virginia resort a destination for the entire family. For more information visit <http://www.snowshoemtn.com/todo/events/calendar/index.htm>

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. Intrawest is headquartered in Vancouver, British Columbia. For more information, visit www.intrawest.com