

# INTRAWEST

## FOR IMMEDIATE RELEASE

### **INTRAWEST NAMES FRANK DEBERRY AS PRESIDENT AND CHIEF OPERATING OFFICER AT MOUNTAIN CREEK**

*New Resort Chief will oversee all Resort Operations at Mountain Creek*

**Vancouver, November 25, 2008** – Intrawest, a leader in the development and management of experiential destination resorts, today announced the appointment of Frank DeBerry to the position of President and Chief Operating Officer at Mountain Creek in New Jersey. In this role, DeBerry will be responsible for all aspects of Mountain Creek’s resort operations and he will report to Hugh Smythe, Intrawest’s Senior Vice President of Mountain Resorts, who oversees Intrawest’s eastern mountain resorts, including Blue Mountain, Tremblant, Stratton Mountain, Snowshoe Mountain and Mountain Creek.

DeBerry began his career with Intrawest in 1998 and has a celebrated history as a key contributor working in senior leadership positions at Mountain Creek as Director of Resort Operations at Mountain Creek and subsequently as Director of Business Development at Mountain Creek and Stratton Mountain. Immediately prior to his new appointment, DeBerry served as Vice President and General Manager of Mountain Creek where he was responsible for leading the senior operating team and staff in achieving the financial, guest experience, and employee engagement objectives.

“Frank is a strong leader and he brings a tremendous amount of Mountain Creek resort knowledge and experience to this position,” said Bill Jensen, chief executive officer at Intrawest. “With a strong management team, dedicated employee group, and extensive community partnerships, Mountain Creek will continue to capitalize on its unique resort positioning. In his new role, Frank will build upon this reputation by continuing to deliver exceptional experiences for our resort guests, homeowners and employees at Mountain Creek.”

Prior to joining Intrawest, DeBerry served at the Senior Manager level at a number of outdoor activity centers in New York and New Jersey, including Action Park and Vernon Valley / Great Gorge.

## **Intrawest Announces Appointment of President and COO at Mountain Creek**

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### **About Mountain Creek**

Located less than 50 miles from New York City, Mountain Creek offers skiing and snowboarding on 45 trails across four mountain peaks with a 1040' vertical, serviced by 11 lifts, state of the art snowmaking and 100% night lighting. Both home to the East's Largest Terrain Park and a true family resort, Mountain Creek is dedicated to progression, education and safety, boasting a wide variety of terrain, lesson programs and rental equipment. The resort also offers summer fun at Mountain Creek Waterpark and Diablo Freeride Park, as well as luxurious accommodations at Black Creek Sanctuary and the slopeside Appalachian hotel, which also caters to boutique meetings and conferences. [www.mountaincreek.com](http://www.mountaincreek.com)

### **About Intrawest ULC**

Intrawest is a 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 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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For further information, please contact :  
Bill Benneyan, VP of Marketing at Mountain Creek  
(973) 864-8086 or [BBenneyan@mountaincreek.com](mailto:BBenneyan@mountaincreek.com)

Ian Galbraith, Director, Corporate Communications at Intrawest  
(604) 643-1586 or [igalbraith@intrawest.com](mailto:igalbraith@intrawest.com).