



Media Contact:

Alterra Mountain Company

Kristin Rust

Phone: 303-801-7271

krust@alterramtnco.com

**ALTERRA MOUNTAIN COMPANY NAMES NEW PRESIDENT & COO OF
CRYSTAL MOUNTAIN RESORT IN WASHINGTON
*SNOWSHOE MOUNTAIN'S FRANK DEBERRY APPOINTED
TO LEAD THE COMPANY'S MOST RECENT ACQUISITION***

Denver, Co. – (SEPT. 10, 2018) – With the recent announcement of Alterra Mountain Company's intent to purchase Crystal Mountain Resort in Washington, Frank DeBerry, currently of Snowshoe Mountain, will be named President & COO of the destination upon the closing of the transaction.

"I am very pleased to announce Frank DeBerry as the new President of Crystal Mountain Resort," said David Perry, President & Chief Operating Officer of Alterra Mountain Company. "It's always a great benefit to retain talent within the company, and Frank brings a wealth of experience with him from nearly a decade spent leading Snowshoe. I know he will now guide Crystal and its talented team into the future with enthusiasm and the support of the entire Alterra Mountain Company family."

Frank DeBerry has served as the President & COO of Snowshoe Mountain Resort in West Virginia since 2011, leading the destination out of the recession and spearheading its continued growth. DeBerry has spent his entire career in the ski industry, working his way up through Intrawest and serving as General Manager at Mountain Creek Resort in New Jersey before leading the team at Snowshoe.

"I couldn't be more excited about joining the Crystal team. It's an outstanding mountain with a reputation for delivering the best ski and snowboard experience in the region," said Frank DeBerry. "From day one, Alterra Mountain Company has been about bringing together a special collection of destinations, supporting them, and letting them maintain the unique character that has made them who they are. Crystal is indeed a very special mountain, and the opportunity to apply that philosophy there is one that I look forward to."

DeBerry continued, "Leaving Snowshoe and the mountains of West Virginia won't be easy. This mountain and the people here reignited my passion for skiing and the outdoors. They've also made me a better person and a better leader. With that said, it's assuring to know that Snowshoe is in such a strong place and has ownership that believes in the destination's enormous potential to be even greater than it is today."

ALTERRA

MOUNTAIN COMPANY

DeBerry will begin at Crystal Mountain Resort upon the closing of the transaction and a search for his replacement is underway. In the meantime, Patti Duncan, Snowshoe's Vice President of Resort Operations will oversee operations for Snowshoe upon closing of the transaction.

ABOUT ALTERRA MOUNTAIN COMPANY

Alterra Mountain Company is a family of 13 iconic year-round destinations, including the world's largest heli-ski operation, offering the Ikon Pass, the new standard in season passes. The company owns and operates a range of recreation, hospitality, real-estate development, food and beverage and retail businesses. Headquartered in Denver, Colorado with destinations across the continent, Alterra Mountain Company is rooted in the spirit of the mountains and united by a passion for outdoor adventure. Alterra Mountain Company's family of diverse playgrounds spans five U.S. states and three Canadian provinces: Steamboat and Winter Park Resort in Colorado; Squaw Valley Alpine Meadows, Mammoth Mountain, June Mountain and Big Bear Mountain Resort in California; Stratton in Vermont; Snowshoe in West Virginia; Tremblant in Quebec, Blue Mountain in Ontario; Deer Valley Resort and Solitude Mountain Resort in Utah; and CMH Heli-Skiing & Summer Adventures in British Columbia. Alterra Mountain Company honors each destination's unique character and authenticity and celebrates the legendary adventures and enduring memories they bring to everyone. For more information visit www.alterramtnco.com.

ABOUT SNOWSHOE MOUNTAIN RESORT

Snowshoe Mountain is the perfect year-round destination for adventure filled vacations in West Virginia. Snowshoe covers a total area of 11,000 acres in the Appalachian Mountain Range, and includes the second highest point in the state at 4,848' elevation. Snowshoe was chosen as the Best Ski Resort in the region by the readers of Blue Ridge Outdoors. The Snowshoe Bike Park was recently named the #1 Bike Park in the Southeast and Mid-Atlantic Regions by MTBParks.com. Snowshoe offers extensive lodging options, fully developed mountain biking trails, a popular golf course designed by Gary Player, wedding and convention areas, and a wide variety of summer outdoor activities. Snowshoe Mountain Resort is part of the Alterra Mountain Company. www.snowshoemtn.com

ABOUT CRYSTAL MOUNTAIN RESORT

Crystal Mountain Resort is situated on the northeast corner of Mt. Rainier National Park, just 76 miles from Seattle. Crystal averages 480 inches of snow annually and is the largest ski area in the Washington with 2,600 acres of world-class terrain. The resort is open during the winter months for skiing, snowboarding and snowshoeing. During the summer guests can enjoy scenic rides on the Mt. Rainier Gondola along with mountain-top dining and a multitude of other activities. Crystal Mountain Resort is located in the Mt. Baker-Snoqualmie National Forest and is a proud partner in recreation with the U.S. Forest Service. For more information visit crystallmountainresort.com.

For media inquiries regarding Snowshoe Mountain, please contact Shawn Cassell at scassell@snowshoemountain.com

###