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HORNALL ANDERSON BRANDS INTERNATIONAL
RESORT'S PEAK 2 PEAK EXPERIENCE

SEATTLE, WA – Whistler Blackcomb, the world-class destination resort nestled in British Columbia's scenic Coast Mountain Range, is unveiling the brand new *Peak 2 Peak* Gondola this week, for which branding design firm Hornall Anderson was engaged to create a unique visual expression and brand positioning.

Hornall Anderson's design for this innovative new consumer experience included a total redesign of the resort's trail map and preparation for Whistler Blackcomb's host role at the 2010 Winter Olympic and Paralympic Games.

Spanning 4.4 kilometers over an eleven-minute journey, *Peak 2 Peak* links the mountaintops of Whistler and Blackcomb with a system of 28 new gondolas, designed to provide infinite possibilities for exploring the mountains during both summer and winter.

"The *Peak 2 Peak* Gondola brings an entirely new dimension to the Whistler Blackcomb experience," said Hornall Anderson Founder and Creative Director Jack Anderson. "It will re-define the way in which people view and interact with the brand."

Go all out. Make the most of your day. Hornall Anderson leveraged this new brand messaging to create the *Peak 2 Peak* visual expression and brand position for the entire experience, as well as for the implementation of a broad array of marketing-related initiatives, including branded collateral and on-mountain executions.

With the strategic focus extending to not only the on-mountain experience, but also the benefit of a self-contained village, visitors quickly find that it's not even necessary to leave the area during their stay.

"Most of our guests choose to ski either Whistler or Blackcomb Mountain each day," explains Dave Brownlie, Chief Operating Officer of Whistler Blackcomb. "The *Peak 2 Peak* Gondola will link 8,171 acres of terrain into one continuous lift system allowing skiers and riders to maximize their day by moving quickly and effortlessly across the valley to the best snow and weather in each alpine area."

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Hornall Anderson developed the new brand image to further reflect the cross-mountain experience and encourage guests to explore the resort. The black/red split is a relationship nod to how Whistler Blackcomb splits its identity.

In addition to the identity, gondola graphics and terminal signage, the creative team redesigned the resort's mountain trail map. As the previous map was not as user-friendly as desired, the new version is much more functional. Inspired by such mass transit maps as the NY Subway and Paris Metro, ski run color-coding was brought to the forefront, so that guests could quickly scan and comprehend the terrain of the mountain as it applied to their skill level. This, in turn, opens up more terrain for people who might not have skied those paths before, and enables more movement of people around the mountain, while reducing congestion and ultimately benefitting the resort's bottom line.

About Hornall Anderson

Hornall Anderson is a leading brand design/interactive firm specializing in research-driven, creatively inspired business solutions. Founded in 1982 by award-winning designers John Hornall and Jack Anderson, the firm serves a diverse mix of clients ranging from Fortune 500 brands to emerging growth companies. Hornall Anderson (www.hornallanderson.com) is a part of Omnicom Group Inc. (NYSE: OMC).

About Omnicom

Omnicom (www.omnicomgroup.com) is a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital, interactive, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

About Whistler Blackcomb

Consistently ranked as North America's top ski and snowboard resort, Whistler Blackcomb continues to raise the level of mountain excitement for its guests. With the landmark *Peak 2 Peak* Gondola project underway, the return of the popular Symphony Amphitheatre, and a host of other on-mountain improvements, this winter promises to be one of the most exciting yet. Located a scenic two-hour drive north of Vancouver up the spectacular 'Sea to Sky' Highway, this resort is home to the continent's two greatest vertical-rise ski mountains – Whistler and Blackcomb. With over 17 alpine bowls, four glaciers, 200 trails, 8,171 acres of skiable terrain and a one mile vertical rise, the choices of where and what to ski/ride at Whistler Blackcomb from beginner to advanced terrain are staggering. Joined at the base by a vibrant pedestrian village filled with restaurants, patios, cafes, shops, galleries and spas, and surrounded by breathtaking scenery, this four-season resort is spectacular. Check it all out at www.whistlerblackcomb.com.

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About Intrawest

Intrawest is a world leader in experiential destination resorts. The company has interests in eleven resorts at North America's most popular mountain destinations including Whistler Blackcomb, a host venue for the 2010 Winter Olympic and Paralympic 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 nine 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.

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