



Mike Wiegele Helicopter Skiing

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FOR IMMEDIATE RELEASE

MIKE WIEGELE HELICOPTER SKIING BEING SOLD TO ALTERRA MOUNTAIN COMPANY

BLUE RIVER, British Columbia, October 11 - Mike Wiegele Helicopter Skiing (MWHS) in Blue River, British Columbia has today announced its intent to sell its legendary helicopter skiing operation to Alterra Mountain Company of Denver Colorado.

This announcement is the result of a process initiated by MWHS to find a future owner who will continue to operate Wiegele World as 'business as usual' and also closely align with the values and principles that have guided MWHS operations for the past 53 years.

For MWHS, this is an evolution that ensures Wiegele World will continue to offer exceptional powder skiing experiences in the Cariboo, Monashee and Rocky Mountain ranges and the highest level of hospitality at its lodges and chalets.

Over the past few years, MWHS has celebrated its 50th Anniversary and said farewell to its founder, Mike Wiegele, who passed away in 2021. Mike's wife Bonnie Wiegele, together with their daughter Michelle Wiegele, has continued to lead the company toward a strong and sustainable future.

According to Bonnie Wiegele, the sale of MWHS to Alterra Mountain Company is a match made in the mountains. "Mike and I were always committed to an enduring future for the business. A future that would honor our commitments to mountain safety and stewardship, to an exceptional powder skiing experience, to our committed guides and staff, and to the relationships we have formed with partners and guests from around the world. The sale to Alterra ensures MWHS will continue to be one of the most unique powder skiing experiences in the world for the next 50 years."

Mike Wiegele Heli-Skiing will further expand Alterra's family of mountain destinations. Alterra owns and operates recreation, hospitality, real-estate development, food and beverage and retail businesses throughout North America. Other Canadian properties include Blue Mountain in Ontario, Tremblant in Quebec, and Canadian Mountain Heli-Skiing & Summer Adventures (CMH).

Alterra is also owner of the Ikon Pass, unlocking access to 50+ unique destinations around the world.

The choice of Alterra Mountain Company to continue and build on the Wiegele legacy was guided by the Wiegele family's immense respect for the wilderness and mountain environment. It was also based on Alterra's commitment to fighting climate change, its record of continuous investments and capital improvements across its North American destinations, and its commitment to promoting access to mountain sport. Alterra recognizes that MWHS lies within the territory of the Simpcw First Nation, and its intention is to consult and work with the Nation throughout the ownership process.

For those who work and play at MWHS, today's announcement is exciting news. According to Elias Ortner, General Manager at MWHS, it has been decades and decades of loyal guests, long serving guides, dedicated staff and valued partners who have made the 'Wiegele Way' so extraordinary.

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“Alterra is the ideal partner to celebrate and preserve Mike’s legacy. Becoming a part of the Alterra family will propel our operation to new heights, allowing us to further enhance the guest experience as well as deepen our existing community and loyal guest partnerships.”

The sale transaction is expected to close in late 2023 and is subject to certain closing conditions including regulatory approvals. Terms of the transaction will not be disclosed.

With today’s announcement, Bonnie and Michelle Wiegele and the entire Wiegele family of guides and staff, have one simple message that has been the motto of Mike Wiegele and MWHS for 50+ years: Let’s go skiing!

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