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For Immediate Release

TAMARACK RESORT ANNOUNCES SEVEN-DAY OPERATIONS AND CAPITAL IMPROVEMENTS

"It's a new day at Tamarack."

DONNELLY, ID (October 7, 2014) – Fresh off a strong vote of confidence from the Idaho State Land Board—which renewed Tamarack's operating lease last week—the resort today said it will resume seven-day operations for the 2014-15 winter season and announced a slate of capital improvements for the 2014-15 winter ski season.

"Returning this incredible mountain to full operations with skiing every day of the week is exciting for everyone in the Tamarack community," said David Papiez, project manager for New TR Acquisition Co LLC (NEWTRAC), the resort's new ownership group. "Plus, it will be a great economic boost for Valley County."

The resort has been operated by the Tamarack Municipal Association on a four days a week schedule during ski seasons, Thursday through Sunday, since 2010.

To operate on an expanded, full-week basis, the resort anticipates adding about 40 additional new employees, for a total of approximately 150 employees, as it targets its traditional mid-December opening. Unlike many of the region's ski areas, this level of certainty for opening day is enabled by the resort's snowmaking capabilities.

In addition, Tamarack announced that ownership is injecting fresh resources into the resort and has hired Replay Resorts of Vancouver, B.C. to oversee operations at the resort.

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The capital improvements are focused on improving the guest experience. They include enhancements to its snowmaking system; an upgrade of the ski rental fleet; new snow cats and snowmobiles for grooming; improvements and expansion of its terrain park; ski slope brush and undergrowth clearing enabled by a grant from the National Ski Area Association; and general updating throughout the resort.

According to Papiez, ownership will have invested nearly $2.6 million in the resort by the time the resort fires up its snowmaking equipment in early November, with $1.2 million of that sum spent directly to improve mountain operations.

"There's a great story here of how our community's pioneering spirit succeeded in operating the resort at a professional level during very challenging circumstances," said Papiez. "It's a new day at Tamarack, and we're looking forward to expanding our fun and affordable skiing to every day and improving the resort experience for our homeowners and guests."

Ownership is also investing in completing and readying new cottages and townhomes for sale as part of its real estate offerings, which will now start at just $329,900.

"We think Tamarack is priced very attractively for those who want a fun and affordable four-season resort experience," said Mariana Ishida of Replay Resorts. "Tamarack's beauty is that it really works for the active Idaho lifestyle, as well for those who simply want to unwind in a beautiful and relaxing setting."

Replay Resorts brings a team of industry professionals with significant experience in planning, designing, building and operating experience-driven destinations. Members of Replay's senior executive team were founders and key leaders of Intrawest, one of the world's largest builders and operators of destination resorts.

To ensure operational continuity, NEWTRAC has retained the Tamarack Municipal Association and its seasoned, senior management team to run the ski mountain during the upcoming season. This includes Tim Flaherty, executive director; Mike Lancaster, mountain manager; and Wolfe Ashcraft, marketing and rental/retail manager.

Tamarack said prospective employees should visit the Tamarack website to apply for the new jobs required to staff the expanded winter operations.

ABOUT TAMARACK RESORT
Just two hours from Boise and a stone's throw from McCall, Idaho, Tamarack Resort offers four fun seasons of recreational activities and lodging. In addition to skiing and its nationally ranked, Robert

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Trent Jones Jr.-designed Osprey Meadows golf course, Tamarack offers Nordic skiing, snowshoeing, mountain biking and hiking. Its location in the heart of central Idaho also provides convenient access to boating on Lake Cascade and recreation on nearby rivers and in national forests. The resort is located near the town of Donnelly in Idaho's Valley County.

ABOUT REPLAY RESORTS

Replay Resorts is a fully integrated, destination development company operating in the U.S., Hawaii, Mexico, Canada and the Caribbean. Replay's team of strategists, planners, designers, builders and operators develop and operate authentic and enduring places that become must-visit destinations for guests and potential real estate purchasers alike. Working with visionary private equity firms, landowners, municipalities, other developers and families with legacy holdings, Replay creates places that the marketplace thinks of first and likes best, which in turn enhances the market awareness and economics of the destination. Replay's leadership team is comprised of the founders and former key senior executives of Intrawest, where they built one of the resort industry's greatest success stories.

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