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ALPINE RESORT

Mount Washington and Thrifty Foods Embark On Island Partnership

***A Mount Washington Alpine Resort Media Release
Thursday, July 23, 2009***

Mount Washington Alpine Resort recently announced a new partnership with Thrifty Foods for the Resort's upcoming 2009-2010 season. The partnership promises an enhanced level of service and exciting new promotional opportunities for Thrifty Foods customers, skiers, and snowboarders.

"We're looking forward to working with Thrifty Foods," says Mount Washington Director of Business Operations, Don Sharpe. "With 19 Thrifty Foods locations on the Island alone, and an additional 3 locations on the Lower Mainland, we can increase our presence and bring more people to the Comox Valley."

Thrifty Foods will now become the exclusive off-mountain sales location for Mount Washington's popular Six Packs. These discounted lift-ticket booklets will be available at all Thrifty Foods locations starting on October 1, 2009.

"If you're looking to purchase your Six Packs for next winter, we now have locations at Thrifty Foods right across the Island and even on the Lower Mainland," explains Sharpe. "The largest percentage of our customer base comes from the South Island and Thrifty Foods has 11 locations south of the Malahat, this is a big boost for our Victoria market."

"Our partnership with Mount Washington is an exciting opportunity since it promotes an 'active' winter activity for our customers. Purchasing a Six Pack at any Thrifty Foods location is convenient and encourages a healthier lifestyle," says Vivian Chenard, Community Relations Manager.

Mount Washington and Thrifty Foods are both community-minded businesses that share a respect for the environment and contribute to the promotion of healthy and active lifestyles.

It quickly became obvious that each company's mutual respect for the local community was an integral part of the partnership. Both Mount Washington and

Thrifty Foods offer significant financial and employee time to assist various Vancouver Island charities and organizations. They will be teaming up to assist the Vancouver Island Adaptive Snowsports program in February 2010.

“The Herb Bradley Coca-Cola Classic is the perfect event for Thrifty Foods to become involved with at Mount Washington this winter,” explains Resort spokesperson Brent Curtain. “Our goal is to help everyone to get out and enjoy time on the slopes, regardless of physical or mental disabilities. For a number of years now, the Herb Bradley event has been a celebration of skiing and now Thrifty Foods will be part of that tradition.”

“Mount Washington and Thrifty Foods are a perfect fit,” Chenard says. “Their contributions to the community add to our already large community support philosophy. Plus, their promotion of an active lifestyle ties in with our health and wellness approach for the communities we serve.”

In addition to strong community support and involvement, Mount Washington and Thrifty Foods also share a passion for the environment. Mount Washington made the decision in March 2009 to end plastic bag purchases for their retail outlets. As of July 22, 2009, Thrifty Foods took a giant step in the grocery world to do the same.

“Last year, over nine billion plastic bags were handed out by retail outlets across Canada. The fact is that only two or three percent of those ever get recycled. As a major grocery retailer, Thrifty Foods feels that if we have been part of the problem, we can also be part of the solution. We have to start somewhere and by eliminating our plastic carry-out shopping bags we’re moving in the right direction,” says Malcolm Webster, VP Marketing and Communications, Thrifty Foods.

With over 30 years of experience on Vancouver Island for both companies, Mount Washington Alpine Resort and Thrifty Foods are looking forward to helping Islanders get active and enjoy the Island’s alpine.

“We feel this partnership is a great fit for our organization. We’re two great Vancouver Island companies working to promote health and great living on Vancouver Island,” Sharpe adds.

Mount Washington Alpine Resort is currently in full swing for summer mountain biking and Mile High Chairlift Rides. The winter season begins Friday, December 11. The Resort is located 30 minutes above the Comox Valley on Vancouver Island. WestJet, Central Mountain Air and Pacific Coastal Airlines service the Comox Valley Airport (YQQ). For accommodation and package information, call Mount Washington Alpine Resort at 1-888-231-1499 toll free or locally at 250-338-1386. Surf to mountwashington.ca for additional information including the live mountain cam.

About Thrifty Foods

From a single store opening in 1977, Thrifty Foods has grown, in 2009, to a chain of 22 locations throughout Vancouver Island and the B.C. Lower Mainland. Thrifty Foods is Vancouver Island's largest private sector employer, with over 4,000 employees. It is owned by Sobeys Inc., a leading national grocery retailer and food distributor headquartered in Stellarton, Nova Scotia. More information about Thrifty Foods is available at www.thriftyfoods.com. Information about Sobeys Inc. is available at www.sobeys.com.

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