



PRESS RELEASE

For immediate release

Bromont set for a new season after investments of \$1.5 million to improve client experience

Bromont, October 13, 2016 - Bromont, montagne d'expériences today announced investments of \$1.5 million, which will be used to help improve the service infrastructures, mechanical lifts and snowmaking capacity. Efforts will be made to find new ways to improve and sustain crowd management across the site.

"Last year, we surveyed our clients at the end of the season to find out which areas needed improvement, so we could target our investments accordingly," explains Charles Désourdy, President and CEO of Bromont, montagne d'expériences. "Traffic misperception on the slopes is an important issue our team is working on in an effort to continue to enhance our client experience," he adds. This year's investment of \$1.5 million is in addition to the \$50 million invested over the past 10 years.

Improved infrastructures

The capacity of the Chalet du Lac was increased by approximately 20 percent this year. It will also feature more storage space for visitors to this slope side. In addition, the cable of the detachable chairlift at the Versant du Village will be completely replaced, a change that could help reduce a number of the stops that occur with this lift. Repair work on lift #5 has been completed for the coming season. A new system to organize the lineups at the lifts will also be tested to speed up user access.

Snowmaking, an ongoing priority

Bromont, montagne d'expériences is continuing to invest in its snowmaking system with the addition of 25 new high-efficiency snow guns. The new equipment will be placed strategically to ensure coverage of our priority trails, the Brome, Knowlton and Bromont.

2 new snow parks and development of new areas

Two new snow parks for beginners will be built on the San Francisco trail of the Versant de la Côte Ouest and on the Calgary trail of the Versant des Cantons. The Ski School slope will be revamped and expanded to increase its capacity. The Experience Zone on Mont Soleil has also been redesigned to include a new beginner's snow park for children. It will be composed of small features and a course with specially groomed terrain.

New on the slopes

In keeping with repeated requests by our season pass holders regarding webcams on the slopes, Bromont is pleased to announce that cameras have been installed at the base of chairlifts 3 and 4 on the Versant du Village, chairlift 5 on the Versant du Lac and chairlift 6 on the Versant des Épinettes. The goal of this first implementation phase is to disseminate, in real time, weather conditions and slope side traffic. Our clients will no longer have to rely on forecast estimates from weather news sources; they can now check the status for themselves.

Even more benefits for season pass holders

Season pass holders now have access to a new exclusive program: the Bromont Privilege Program. The existing program featuring discounts from partner locations has been expanded to include free VIP events: preseason training, first tracks, groomer rides, guided tours of the mountain and even ski days just for season pass holders. Other changes include discounts at our various on-site locations: Ski School, Rental Shop, Repair Shop, Boutique, restaurants and ticket office.

About Bromont, montagne d'expériences

Located in the Eastern Townships, Bromont, montagne d'expériences is recognized as North America's largest night skiing area. The resort was founded in 1964 by the Désourdy family and has grown considerably over the years. Today, it features a skiable terrain of 450 acres on 7 slope sides, 1,200 snow guns, 141 trails – 97 of them lit – and 31 glades.

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