

**For Immediate Release**

May 1<sup>st</sup>, 2017

Penticton BC.

The ownership of Apex Mountain Resort has changed hands. A new group, Apex Mountain Resorts Partnership Ltd., has purchased all the outstanding shares of the resort and taken over operations effective immediately.

The group is led by industry veteran Mike Duggan who formerly had senior positions at Silver Star Mountain and Sun Peaks Resort. Duggan has considerable background in tourism as he chaired Tourism British Columbia as well as ski industry committees bringing people into the sport of skiing and into Canada to ski. Duggan said, "I look forward to taking Apex Resort forward while working with First Nations groups at continuing to build a positive long-term relationship. We will also be meeting with the dedicated Apex Mountain user groups with the goal of developing the leading winter resort in the South Okanagan."

Brian Martin from the former ownership group said, "We had quite a bit of interest in potential owners wanting to purchase the resort but who the group was and their understanding of Apex and Penticton was more important than when a sale might occur for us. We feel confident in the new ownership group. They have a great background in resort operations and an outstanding long-term vision for the resort. We're leaving the resort in good hands."

All senior management team are being retained and staying on with the new resort company.

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