



## **Retallack Under New Ownership –** **Seth Morrison, Tanner Hall Investors**

**NELSON, British Columbia, Canada, 15<sup>th</sup> August, 2007** – A group of investors including freeskiing superstars Seth Morrison and Tanner Hall has acquired British Columbia, Canada-based cat-skiing and boarding company, Retallack Resort and Alpine Adventures Ltd.

The company will now be known simply as Retallack and will be based in Nelson, British Columbia. Retallack is already undergoing a major overhaul of its summer operations and improvements to its winter business following the change in ownership.

Retallack CEO, Chris McNamara, said that the investors were thrilled to have acquired some of the best terrain in the backcountry skiing and boarding industry, and excited about their plans to realise the company's full potential.

“Retallack is now 100 per cent owned by skiers, snowboarders and other adventure sports enthusiasts – that means our decisions are made by riders, for riders,” he said.

“Our first priority is to build on Retallack's reputation for outstanding terrain and snow by providing exceptional service to both new and existing customers.”

The new owners would take care to ensure that the revamp of Retallack's operations was in keeping with the company's status as the greenest backcountry skiing and boarding destination in Canada, Mr McNamara stressed.

Retallack is totally self-sufficient and “off the grid”, drawing all its power from its own hydro-electricity plant. It is also the only cat- or heli-skiing operation to be awarded four green keys from the Hotel Association of Canada's Green Key Eco-Rating program, meaning that it has been judged a national industry leader in its commitment to protecting the environment.

Retallack Director Sales and Marketing, Phil Pinfold, said that the company was honoured to welcome Mr Morrison and Mr Hall on board as investors.

“Seth Morrison and Tanner Hall are two of the greatest freeskiers the world has ever seen – the fact that they are willing to invest in Retallack is a testament to the legendary quality of our terrain and snow,” he said.

“We are stoked that they have joined the Retallack team and we feel that their involvement and input will be a massive benefit to us.”

Retallack is set to feature in the upcoming ski film Believe, which was produced by Mr Hall and stars both himself and Mr Morrison.

In addition to Mr Morrison and Mr Hall, Retallack's new ownership also includes a strong local contingent.

Retallack Director Mountain Operations, Kevin Arcuri – who was born and raised in Nelson – said he was delighted at the high level of local investment.

“It's wonderful to see local interests reclaim this jewel of the Kootenay Rockies region,” he said.

“The communities of Nelson, Kaslo and New Denver really threw their support behind our bid to acquire Retallack – and in return we want to make it a company that they are proud to call their own.”

Mr Arcuri said that Retallack was set to become one of Nelson’s most high-profile businesses, thanks to the planned development of the company’s winter and summer operations and the involvement of Mr Morrison and Mr Hall.

Retallack’s outgoing General Manager, Harry Berlow, said that he and the rest of the company’s former owners had worked hard with the new management team to ensure a smooth transition for customers.

“After many months of close cooperation with the new management team, I am confident that we are leaving Retallack in excellent hands,” he said.

“It is clear that they have the skills, talent and commitment necessary to take Retallack forward, while ensuring that the company remains an industry leader in terms of environmental practices and policies.”

The new owners have committed to a multi-year improvement plan. Immediate plans include a revamped guiding program, new staff accommodation and the purchase of two new biodiesel-powered snowcats for the 2007/08 winter season. Further details will be announced with the launch of the company’s new website next month.

**About Retallack:** Retallack is situated deep in the heart of the Selkirk Mountain Range on the banks of the Kaslo River, approximately one hour’s drive from Nelson. Located 3,000 feet (1,000 metres) above sea level and surrounded by majestic peaks reaching as high as 10,000 feet (3,000 metres), the lodge holds a three-and-a-half star rating from the Canada Select Accommodations Rating Program, which reserves its three- and four-star ratings for “above average” and “exceptional” accommodation respectively.

**About Seth Morrison:** Colorado, US-based Seth Morrison has been at the forefront of skiing for more than a decade, pushing the sport forward with his talent for integrating new freestyle tricks into big mountain lines. He is one of the most well-known and respected athletes in skiing, winning the Powder Video Awards readers’ poll in 2003, 2004 and 2007, along with many other prizes. He has starred in a host of ski films, most recently Lost and Found (2007), Believe (2007) and Ski Porn (2006).

**About Tanner Hall:** Montana, US-based Tanner Hall has established himself as one of the most influential – and imitated – skiers of his generation in his seven years as a professional athlete. He holds the record for the most medals won at the ESPN Winter X Games along with Shaun Palmer and Shaun White, and is fast building a reputation as a backcountry skier. He is co-founder of ski manufacturer Armada and co-producer and star of ski films Believe (2007), Pop Yer Bottlez (2005) and WSKI106 (2004).

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