



## **PLAN YOUR SKI TRIP ONLINE AT WHISTLER/BLACKCOMB WITH iPIX™ VIRTUAL TOURS**

*Top-Rated Ski Resort Uses iPIX Images At whistler-blackcomb.com To Showcase Mountain Terrain and World-Class Facilities*

OAK RIDGE, Tenn. (12/2/99) — iPIX (Nasdaq: IPIX), a leader in immersive imaging for the Internet, announced today that Whistler/Blackcomb, rated the number one ski resort in North America, has selected iPIX™ technology to provide virtual tours of this popular mountain vacation destination.

Located north of Vancouver in British Columbia's Coast Mountain range, Whistler/Blackcomb has two mountains that rise a mile high from the valley floor and offer more than 7,000 acres of prime skiable terrain with spectacular views. The 360° x 360° iPIX images displayed on the resort's Web site allow prospective guests to explore the unrivaled skiing terrain and top-rated facilities.

iPIX technology delivers immersive photographs that allow viewers to "step inside" iPIX images, looking in any direction from left to right and floor to ceiling, as if they are actually in the pictures. Whistler/Blackcomb's iPIX Virtual Tours offer favorite areas of the ski resort's high-alpine terrain. Users can even jump from one mountain to the other for a two-mountain tour. Whistler/Blackcomb will be adding new iPIX images to its site throughout the ski season. These images can be viewed at [www.whistler-blackcomb.com](http://www.whistler-blackcomb.com).

According to Neil Fancourt, Whistler/Blackcomb Interactive Media Engineer, iPIX Virtual Tours are the best way to showcase vacation destinations. "Skiers and riders visit Whistler/Blackcomb for its charming alpine village, top-rate mountain facilities, and excellent value on the Canadian dollar," said Fancourt. "The iPIX images let visitors actually see this resort in a way that's unlike any other. If you're online trying to choose between visiting Whistler/Blackcomb or another mountain resort, the iPIX Virtual Tours practically guarantee that you'll book your vacation right there online or pick up the phone and call us."

"iPIX technology is ideal for the travel and leisure industry because it lets people see where they're going before they get there," said iPIX Chairman and CEO, Jim Phillips.

"We are delighted that a top resort like Whistler/Blackcomb has chosen iPIX Virtual Tours to allow potential visitors to experience what this beautiful mountain resort is like over the Internet."

Recently, iPIX and bamboo.com (NASDAQ: BAMB) announced a definitive agreement to merge their two companies. The deal positions the integrated company to be the premier provider of interactive imagery for the Internet, serving the real estate, travel and hospitality, ecommerce, electronic publishing, education, and entertainment markets.

To date, iPIX technology has replaced traditional photographs on many leading Internet sites. The real estate, ecommerce, automotive, travel/tourism, entertainment, hospitality, education, and broadcast journalism industries have capitalized on how well iPIX images take viewers directly "into" a home, a car, a stadium, or an event — using a standard computer mouse for navigation, panning, and zooming.

### ***About Whistler-Blackcomb***

Whistler/Blackcomb is located in the heart of British Columbia's Coast Mountains about seventy-five miles north of Vancouver, British Columbia. This four-season mountain resort is owned and operated by Intrawest Corporation. Intrawest is the leading developer and operator of mountain resorts across North America. The company owns ten mountain resorts, including Whistler/Blackcomb, rated North America's number one resort. Intrawest also owns Sandestin, a golf and beach resort in Florida, and has a premier timeshare business. The company has a significant investment in Compagnie des Alpes, the largest ski company in the world in terms of skier visits, and a 45 percent interest in Alpine Helicopters Ltd., owner of the largest heli-skiing operation in the world. Intrawest Corporation's shares are listed on the New York Stock Exchange (IDR) and the Toronto and Montreal exchanges (ITW). The company is headquartered in Vancouver, BC.

### ***About iPIX***

With technology originally developed on behalf of NASA and the U.S. Department of Energy as a means to provide total remote viewing of hazardous environments, an iPIX image places viewers in the center of a picture, and allows them to navigate the environment in real time as if they were teleported into that space. IPIX technology is an easy to use and affordable photography solution that delivers a completely immersive 360° x 360° photographic experience providing interactive, spherical images. An iPIX image takes the viewer from earth to sky, floor to ceiling, and horizon to horizon, all from two simple opposing photographs captured by a fisheye lens and seamlessly blended together.

iPIX has helped numerous organizations create virtual tours and enhanced digital marketing/electronic commerce efforts for many leading companies including Microsoft, Disney, Hilton Hotels, Toyota, Intel, National Geographic, Rent.Net, Coldwell Banker,

CNN, The New York Times, the Chicago Tribune, Discovery Communications, the NFL, and the NBA. iPIX maintains corporate headquarters in Oak Ridge, Tenn. and San Jose, Calif. Corporate investors include: Advanced Publications, American Express, Cendant, Discovery Communications, GE Capital, Liberty Media, MediaOne, and Motorola. For more information on iPIX visit [www.ipix.com](http://www.ipix.com).

*Editorial Contacts:*

iPIX  
Ed Lewis  
(650) 388-0421

AlexanderOgilvy  
Kristine Baker  
(650) 566-1200

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