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Press Release

Vail Resorts Lets Visitors Hit the Slopes, Walk Around the Lodges and Wander its Villages—on the Web—with Interactive, 360-degree Immersive Media Videos

Interactive video experiences give visitors of www.vail.com, www.beavercreek.com, www.breckenridge.com, www.keystoneresort.com, and www.skiheavenly.com views of five world-class ski mountains and resort towns, as if they were actually there

CALGARY, AB (Jan 13, 2010) – Immersive Media Corp. (TSXV: IMC www.immersivemedia.com) and the world leader in 360-degree, interactive video, today announced that Vail Resorts, Inc., has integrated Immersive Media® interactive 360-degree videos on all five of its mountain resort websites for Vail, Beaver Creek, Breckenridge, Keystone, and Heavenly as part of its 2010 marketing campaign designed to give viewers a taste of the fantastic views and extraordinary experiences offered at each resort.

The videos bring the resorts to life, letting viewers take a 360-degree, interactive virtual tour of the mountains, villages and resort properties at the Vail, Beaver Creek, Breckenridge, Keystone and Heavenly resort websites. With a simple click and a drag of a computer mouse, they can virtually schuss down a run or wander through the villages from the convenience of their home computers. Even non-skiers or boarders can get a taste for what it feels like to carve down some of the world's greatest ski mountains by clicking on one of the videos on any one of the Vail Resorts websites.

Here are links to the Vail videos:

- <http://www.keystoneresort.com/explore-keystone/virtual-tours.aspx>
- <http://www.beavercreek.com/the-mountain/virtualtours.aspx>
- <http://www.vail.com/mountain/explore-mountain/virtual-tours.aspx>
- <http://www.breckenridge.com/mountain/virtual-tours.aspx>
- <http://www.skiheavenly.com/video-and-interactive/virtualtours.aspx>

“Immersive Media’s 360-degree videos allow us to provide our website visitors with the true experience of each mountain resort, before they actually arrive. They can walk through our village base areas or head down a ski run. With the 360-degree video, they can look all around, and see the full landscape. It’s an amazing point of view from an online perspective.” said Charles Townsend of Vail Resorts interactive marketing team. “We employ a lot of video on our sites, and feel as if the interactive videos allow us to go one step further in bringing the experience of the great outdoors to life.”

The Immersive Media videos can be accessed by clicking on the Virtual Tours button within the “Video” or “Explore Mountain” regions of each website. The videos are part of a new, integrated marketing campaign designed to provide up-to-the-minute and detailed insight into the resorts for visitors of all ages and interests. According to Townsend, this is part of Vail’s strategy to shift

away from traditional marketing efforts to a more strategic, interactive model of engagement with guests.

Immersive Media's patented video capture and display technology puts the viewer in the middle of the action. Each viewer can control his or her point of view, looking sideways, up, down or all around in 360-degrees, while also pausing or zooming in and out of the action. The interactive features of the videos can be seen at www.immersivemedia.com.

"For a destination resort operator like Vail, being able to share the experience with their visitors prior to them stepping on the snow is a powerful marketing tool." said Larry Logan, chief marketing officer for Immersive Media. "Spherical storytelling is an ideal addition to their resort marketing campaign, generating higher repeat viewing and reaching new visitors with a unique, on-the-mountain experience from their living room or office."

About Immersive Media Corp.

Immersive Media Corp. is the pioneer and leading provider of 360-degree, full-motion, interactive video experiences. Its one-of-a-kind geodesic camera and full production services – including rental equipment, training, filming, post-production and distribution options – create high-resolution, immersive video for a variety of uses. From mapping and exploration to monitoring and surveillance to branding and entertainment, Immersive Media customers and agents produce the deepest, most engaging video experiences possible.

Immersive Media is a publicly traded company that is listed under the symbol "IMC" on the TSX Venture Exchange. For more information, please visit www.immersivemedia.com.

About Vail Resorts

Vail Resorts, Inc., through its subsidiaries, is the leading mountain resort operator in the United States. The company's subsidiaries operate the mountain resort properties at the Vail, Beaver Creek, Breckenridge and Keystone mountain resorts in Colorado, the Heavenly Ski Resort in the Lake Tahoe area of California and Nevada and the Grand Teton Lodge Company in Jackson Hole, Wyoming. The Company's subsidiary, RockResorts, a luxury resort hotel company, manages casually elegant properties across the United States and the Caribbean. Vail Resorts Development Company is the real estate planning, development and construction subsidiary of Vail Resorts, Inc. Vail Resorts is a publicly held company traded on the New York Stock Exchange (NYSE: MTN). The Vail Resorts company website is www.vailresorts.com and consumer website is www.snow.com.

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