



For Immediate Release:

**Horses Come to Horseshoe!
Horseback Riding Showcases Natural Beauty of Resort**

BARRIE, ON, August XX, 2010 – Horseshoe Resort is pleased to announce the latest addition to its stable of exhilarating year-round outdoor activities: horseback riding.

A trail winding through 3.5 km of the surrounding Copeland Forest – hailed by the Ontario Trails Council as “one of the loveliest forests in Southern Ontario” – accentuates the serenity and natural beauty of the region. The guided tours, which can accommodate between two and five riders at a time, take visitors on a leisurely ride through lush undergrowth and wildflowers, past towering pines and oaks, along the fringes of the resort’s Valley golf course. The scenic circuit takes approximately one hour to complete.

“Horseback riding is an obvious fit for Horseshoe, not only because of our name, but also because of our majestic and spacious property” says Peter Cowley, Horseshoe’s General Manager and Executive Vice-President of Resort Operations. “It’s an activity that we’ve wanted to bring in for some time now, and we’re glad to finally be able to offer it to our guests.”

The initiative is a joint partnership with Highview Farms, a full-service equestrian centre headquartered in nearby Waubaushene, Ontario.

“Our aim was to create an unforgettable riding experience for all of our guests, regardless of whether they are young or old, novice or expert,” says Cowley. “Highview Farms have the resources and expertise to deliver exactly that.”

“Our trail horses are selected for their maturity and temperament,” says Treena McClelland, Highview Farms’ owner and the operator of Horseshoe’s horseback riding facility. “All of them have been carefully trained for trail riding, and they are all very gentle and tolerant, even with fearful young riders who may just be getting on a horse for the first time. For more experienced riders, we can also plan challenging tours with advance notice.”

Children over the age of 7 may ride a horse with the consent of a legal guardian. Those younger than 7 (and under 3 feet tall) may ride one of the ponies in the specially-constructed ring at the Adventure Park.

Horseback rides cost \$60 + tax for the hour-long ride, while pony rides are \$10 for 15 minutes. Hours of operation are between 10 am to 4 pm.

Both equestrian activities may be booked in advance by calling 705-835-2790. They may also be purchased on site at the Horseshoe Activity Centre.

About Horseshoe Resort

Horseshoe Resort, named for the horseshoe-shaped series of hills in which the resort is nestled, is located north of Barrie, less than an hour away from the Greater Toronto Area. The resort is the ultimate place for adventure, offering the Adventure Park, two award-winning golf courses, 25 ski runs, six lifts, snowboarding superpipe, expanded Terrain Park and over 35km of groomed Nordic and hiking trails. Horseshoe also offers Kids Korral programming, Yamaha Riding Adventures, Segway Adventures, Treetop Trekking, and more. The Inn at Horseshoe boasts 101 rooms; a conference centre; upscale dining at Silks Dining Lounge; and the top-rated Shizen Spa, which blends the latest holistic techniques with classic spa treatments. For more information, please visit:

www.horseshoeresort.com

Summer Highlights:

- Aqua zorbing by OGO
- Harness zorbing by OGO
- Ridge top mini-golf
- Downhill Mountain Biking
- Skateboard park
- Kids' Korral
- Mountain bike rentals
- Summer Tubing with a 'magic carpet' lift and three chutes
- Off-road Segway Tours
- Two 18-hole golf courses: The Valley and The Highlands
- Treetop Trekking

Winter Highlights:

- 25 ski runs featuring 92 metres of vertical drop
- 35 km of groomed Nordic trails
- Skating rink
- Terrain Park
- Snowboard halfpipe
- Snow Tubing with a 'magic carpet' lift and six chutes
- Old-fashioned sleigh rides

Year-Round Activities (except for November and April):

- Horseback riding
- Zip Flyer
- Rock Climbing and Bouldering
- Yamaha Riding Tours

About Skyline

Skyline International Development Inc. ("Skyline") is a real estate development and investment company founded in 1998 by Gil Blutrach, Ernst and Young's 2004 Entrepreneur of the Year. The Skyline brand is Canada's leading creator of lifestyle enhancing properties, including The Pantages Hotel, The Cosmopolitan Hotel, The King Edward Hotel, Horseshoe Valley Resort and the Port McNicoll marina community development. In addition to its hotel and resorts, Skyline is the largest shareholder of the One Stop Media Group, the leader in the development and sale of private digital networks to mass transit systems, hotels and shopping malls. In 2008, Skyline purchased the land for the development of the Skyline Tower, which will comprise 624,000 square feet of office, hotel and condo suites in the heart of downtown Toronto. Skyline's shareholders are two public companies Mishorim & ILDC, both traded on the Tel-Aviv stock exchange (MSHR, ILDC). For more information, please visit: www.skylineinvestments.com

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