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A presentation of SkiStar's news for winter 2016/17

Smart cameras that capture your jumps in the park on film, Valle's ski school for children and daycare on the slopes. This is just some of the news from the ski tour operator SkiStar for the coming winter season, where the focus is on young people, a new modern express lift in Trysil and especially a whole new family ski resort in the Alps, St Johann.

– With our news this winter, we want to help children and young people to discover how great it is to get out and have fun in the outdoors. We are also launching a brand new family experience with our acquisition of the Tyrolean

ski resort of St Johann. It should be simple and fun to go on an active ski holiday with the whole family," says **Linda Morell**, PR Manager at SkiStar.

The new video service at SkiStar Snow Parks in Åre, Sälen, Vemdalen, Hemsedal and Trysil means that the skier's SkiPass is ready when entering the park. A smart camera films the run and within minutes, the film has been uploaded on the skier's MySkiStar profile! There you can view the run, save the video and share tricks with friends via social media. At SkiStar's Scandinavian ski resorts we have also launched Valle's very own ski school – a really fun way for children aged between 3 and 9 years to learn how to ski confidently and safely. Children who want to begin training in early autumn can try out Valle's Ski Rules Game, a new feature on the Valle app that is now also available in English.

SkiStar is launching its first destination in the Alps at St Johann in the Austrian Tyrol – you can book online at skistar.com. The venture is the first step in establishing a ski travel company in the Alps. "Guests who want to visit St Johann can now pre-book hotel accommodation and purchase SkiPasses at skistar.com, just like our Scandinavian ski resorts.

- Skistar.com is one of Europe's largest booking sites for winter holidays with over 10 million visits each year, and we are very happy to be able to offer onlinebooking to St Johann, just like our other ski resorts. As well as being able to book accommodation, ski school, ski rental and buy SkiPasses, skistar.com also has updated weather reports, information on current open ski slopes/lifts and plenty of inspiration for a ski holiday, says **Linda Morell**.

Plenty more winter news at SkiStar's destinations – click on the links for more information:

Trysil: New Skihytta express lift opens on the "sunny side". The 1,303-metre lift has six chairs, wind protection, heated seats and takes skiers right to the top of Trysilfjellet.

Åre: Snow-making facilities are being extended to the famous Alpine World Cup women's downhill slope. New family night skiing. Light projectors, music and the snowman Valle follow a trail down from the World Cup plateau. The Alpine World Cup for juniors will take place between 5 and 14 March 2017.

St Johann: St Johann in Tirol is SkiStar's new ski resort in the Austrian Tyrol. The resort, on the north side of the Kitzbüheler Horn, offers snow-sure skiing on over 43 kilometres (27 miles) of pistes, at altitudes of up to 1,700 metres above sea level. A snow system is being developed for the coming winter. The family-friendly snowman, Valle, will also be a welcome addition to the ski holiday experience in St Johann this winter.

Hemsedal: In the upcoming season, Hemsedal will be offering a whole week of extra skiing and will stay open until Sunday 7 May.

Sälen: More children's skiing. A new children's area is opening at the foot of Johanbacken in Lindvallen, and Valleberget is being extended with new ski conveyor belts.

Vemdalen: Bear Kingdom will now have lighting on the giant slalom slope, which will allow great opportunities for evening skiing. Samiland is opening right in the middle of the children's area. The Sami people talk about their culture and their role in the history of Härjedalen. Reindeer, meat and fish, cooked over an open fire, and skiers can get to meet reindeer up close.

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SkiStar in brief:

SkiStar AB (publ.) is listed on the Nasdaq Stockholm stock exchange, Mid Cap segment. The group owns and operates ski resorts in Sälen, Åre, Vemdalen, and Hammarbybacken (Stockholm) in Sweden, Hemsedal and Trysil in Norway, and St Johann in Tirol in Austria. Market share is 50% in Sweden, 31% in Norway and a total of 42% in Scandinavia. Our core business is alpine skiing, and our main focus is the overall ski experience of our guests. The business is divided into three segments; Ski resorts – Operation, Infrastructure and Development.

Images and videos in SkiStar's Newsroom can be freely used along with

information about SkiStar and/or SkiStar's destinations and products.

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