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SkiStar Åre: At the top of Mount Åreskutan in November

SkiStar Åre rounds up the autumn with another early opening. On Saturday 24 November, the cable car in Åre opened for the season. For the first time in SkiStar's history the guests were able to ski from the top of Mount Åreskutan down to the valley as early as in November.

Pre-season continued in Åre with yet another area opening up last weekend. 2 300 rides were done during the weekend's opening of Kabinbanan. Groomed pistes in upper Störtloppet all the way down to the VM8's base station meant a skiable vertical of 890 metres.

- We have had quite a lot of natural snow in the upper zone during autumn. And in combination with the last few years' investments in snow cannons paying off we were able to open the cable car earlier in the season than ever before, says Niclas Sjögren Berg, Head of Destination SkiStar Åre.

Other lifts already in operation are the VM8 and the VM6 together with the children's lift in Tegefjäll. The ski bus service will run between the VM8 and the VM6 until the transport tracks are ready. The ski busses will start to run on regular schedule on 21 December.

Even before the lifts opened, enthusiastic skiers have been hiking up Mount Åreskutan.

Erik Sunnerheim is a local freeskiier and he has been hiking up the mountain since mid-October.

- One day we started hiking at 6 o'clock in the morning and when we reached the top it was completely calm and a lot of fresh snow. It was like in January. I have never seen such good snow this early. This pre-season will go down in history as the best ever. Normally pre-season snow is damp and heavy, but not in Åre! Says Erik Sunnerheim.

At the moment, Åre is preparing to open the rest of the system. Snow cannons are running at full speed and the weather forecast looks promising with degrees well below freezing as far as the reports go.

The next big event is Snow Test and Party on 14-16 December. The classic event kicks off the winter season with guests being able to try the latest gear from a large selection of ski brands. The restaurants and nightclubs open and SkiStar's Snow Guarantee comes into operation.

For more information:

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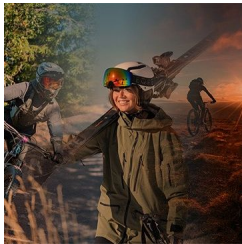
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The SkiStar AB (publ) B shares are listed on the Nasdaq OMX Mid Cap Stockholm; the group owns and operates the ski resorts at the alpine skiing destinations Sälen, Åre and Vemdalen in Sweden together with Hemsedal and Trysil in Norway. The market share in Sweden amounts to 50%, in Norway 29% and overall in Scandinavia 41%. The group's core business is alpine skiing with the guests' experience in focus. The list of other activities includes accommodation agency, ski schools and ski rentals.

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