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SkiStar Åre: Freeride 2011 moves to Stendalen and Bräcke

The traditional Freeride event in the Tusenmeter piste will be moved this year. Because of problems repairing the Tusenmeter lift, it will not be possible to reopen the lift before the end of the season. Instead the classic Åre event will move to Stendalen and Bräcke. Nevertheless there will be a black mega jump, freshly shaped lines in both Bräcke and Stendalen, as well as a water basin.

The Tusenmeter lift which has been closed following the breakdown in February will not be reopening this season. Operations and Safety Manager

Anders Aspholm explains:

- The repair work on the loading station has progressed according to plan. However, due to the recent hard weather conditions, one of the chairs twisted so violently around the wire so as to fall to the ground and the wire was so badly damaged that it will have to be repaired. We need a wire of 170 metres length which is simply not available at present. Consequently we will not be able to reopen the lift as planned.

Skistar's classic event Freeride will however run as scheduled. Rather than using the Tusenmeter area as the venue, all the activities will move to **Stendalen and Bräcke**. Among the attractions, an extra big jump will be built in Stendalen where the world freeride elite will be showing off during their photo shoots. There will also be rollers and minor jumps open to everyone to try. The freeride area Bräcke will be redesigned to state-of-the-art level with new features added, including a water basin.

- There is such a lot of good quality snow still left in Stendalen so the conditions are optimal. This year's edition of Freeride will mean cruel sessions, cool spring hangouts and lots of great skiing, says Åre Snow Park's Niklas Byssa Byström.

Freeride 2011 will run from 28 April until 1 May. Parts of Mount Åreskutan will be reshaped into a gigantic park and people will flock to take part, both as riders and spectators. The weekend will of course tempt with everything else included in a classic April weekend in the mountains: outdoor après-ski on the square with live acts, parties and hopefully, lots of sunshine.

Welcome to the best weekend in Åre!

Visit <http://www.skistar.com/en/Åre/Event/Freeride-2011/> for the latest update on what's on during Freeride 2011.

For more information:

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About Åre:

Åre is the alpine capital of Scandinavia with an international atmosphere. The trains stop right in the middle of town and there are two international airports within just over one hour's drive. In 2007, Åre hosted the FIS Alpine World Ski Championships which tells something of the standard of the pistes. Besides skiing, there are many restaurants for culinary sensations, buzzing nightlife, a wide offering of activities and an amazing selection of shops for the size of this town. Åre is a first-rate winter tourism destination, the number of skier days in Åre during the season 2009/10 amounted to 1 060 422.

About SkiStar:

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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