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SkiStar AB: News about the fjell - bigger investments in new slopes, lifts and improved snow-making

For this year's winter season, SkiStar's ski destinations in Sweden and Norway have made extensive investments in new exciting ski areas, improved snow production and new lifts. In addition, SkiStar is offering free skiing for children during Christmas and in January and for the first time is offering a seasonal SkiPass which is valid for all destinations in Åre, Sälen, Vemdalen, Trysil and Hemsedal.

"It is so much fun to be able to present so many news items that focus on

skiing. This year we are introducing two new ski areas with new slopes, as well as Scandinavia's largest express lift. We are also expanding the snow-making system to create even better snow certainty. In addition, we are committing further to even cheaper and most flexible booking via the web", says Mathias Lindström, Marketing and Sales Manager at SkiStar.

Scandinavia's largest express lift in Vemdalen

This winter a completely new 6-chair express lift will be ready in the Björnrike ski area. Grizzly Express, with its 2,043 meter stretch and 470 metre drop, will be Scandinavia's largest express lift. It is also Scandinavia's fastest chairlift with a speed of 6 meters per second. Beside the new lift a new ski areas is being built with long slopes with "challenging" upper sections which change over into blue/red slopes. The new slopes are connected to Björnrike's existing slopes which mean that blue/green slopes can be skied all the way down from the top. Björnrike will also receive a new 500 meter long T-bar lift. The lift makes it possible to make your way from the new base area at Grizzly Express to the existing children's area Björnvallen. The total investment in Björnrike is 96 MSEK. Grizzly Express will be ready to run by November 15 and officially opened on December 26.

New skiing area and accommodations in Sälen

For the 2010 season Hundfjället is expanding with a completely new skiing area. The new skiing area lies beside Långbackarna which are a few of Sälen's most popular slopes. The area includes two new red slopes at 1,220 metres and a new towlift with snow canon system. The expansion of the new ski area means that it will be even easier to ski right to the cabin door for all those staying at the accommodation areas Trollbäcken and Fjällgläntan. The ski area will be completed for the first ski turns at the latest on Christmas week 2010 (week 51).

Large investment in the Björnen area in Åre

Interest for skiing in the Björnen area has strongly increased in the last few years. To meet the increasing number of guests, SkiStar has this year invested largely in new slopes and in widening the existing slopes. Four new slopes with blue and red difficulty are being built on the west and east sides of

Totthummeln. As part of the face-lift for Björnen, a new snow-making system is also being built. The facility is completely automatic with a low-energy tower and will increase snow-making in Björnen as well as strengthen the snow system in central Åre. A 1,000 meter long T-bar lift is being built between Högåsen and Björnen with a capacity for 1,200 persons per hour. The new lift will allow "ski in ski out" for the accommodations "Västra Björnen" being planned. The lift is planned to be complete in November.

New exclusive ski school in Hemsedal

Starting this year, Hemsedal is offering experience school for adventure-loving skiers of all ages. The concept SkiStar Experience had its premiere in Åre last year and has been very popular among the guests. Among those experiences that will be offered in Hemsedal is guided off-piste skiing on some of the best backcountry areas in Hemsedal. There will also be spirited outings and Via Ferrata-climbing, a spectacular climbing experience along a route of metal stirrups attached to the mountain. The activities are offered in collaboration between Norske Opplevelser and Hemsedal Skisenter.

Green park for children and beginners in Trysil

Trysil is opening a new green park for children and beginners. The park will lie next to the children's area Eventyr and contain small jumps and simple rails. The park will be a good start for those who have never before tried park skiing.

Free skiing for children

During Christmas (week 51) and in January (weeks 2 – 5) it is free for children to ski in Sälen, Åre, Vemdalen, Trysil and Hemsedal. Previously, lift passes for children up to 7 years of age in Sweden and 6 years of age in Norway have been free. And now, even ski school and ski rentals will be free for children of the same age as long as reservations are made on October 15 at the latest on the web (skistar.com). This means savings of thousands for families choosing to holiday on the fjell during these weeks.

A joint seasonal pass for all SkiStar destinations

Starting this year, it is possible to buy a SkiPass which is valid for all SkiStar destinations during the 2010/2011 season. The purpose of the new SkiPass is to offer more options for those ski enthusiasts who are looking for the diversity of experiences that SkiStar's destinations offer.

More night skiing

SkiStar increases night skiing in Åre and Sälen to maximize the guests' possibilities of skiing during their holiday.

Cheaper ski rentals on the web

This year it is not just SkiPass that is cheaper when you book online, even the price for ski rental will be less for those who book on the Internet. For those visiting Sälen and Åre, ski school will also be cheaper to book via skistar.com. The investment in skistar.com is an answer to increased demands from the consumers for more flexible and cheaper booking via the web.

SkiStar Vacation Club – is being established in Hemsedal and increased in Sälen

The new holiday concept SkiStar Vacation Club is being established in Hemsedal with accommodations in Hemsedal Alpine Lodge. The lodge is among the most exclusive accommodations in Hemsedal with its "ski in and out" location. Vacation Club was introduced last year in Sälen and due to the great interest, the number of apartments in Sälen has been doubled this year to also include apartments in Timmerbyn at Lindvallen. As a member of the SkiStar Vacation Club you own holiday time in the form of a week's share in a tenant-owners' association. By owning a week's share, it is possible to assure access to fjell accommodations during exactly that week of the year you find most attractive. Every week's share is allotted points which also can be used to change to holiday accommodations in another city, for example a trip to a Greek island, a cruise to the West Indies or maybe a week in New York. For more information visit www.skistar.com/sv/Vacation-Club

New visit insurance

This year SkiStar is introducing new visit insurance. Many travellers are careful to insure themselves against things which may happen before a trip, however do not have insurance against things that may happen during the visit. This new insurance covers expenses paid for accommodations, a SkiPass, ski rental and ski school if something should happen during the time you are on your fjell holiday.

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About SkiStar:

SkiStar AB (publ), with B-shares noted on Nasdaq OMX Mid Cap Stockholm, owns and operated ski facilities at the alpine destinations Sälen, Åre and Vemdalen in Sweden as well as Hemsedal and Trysil in Norway. The market shares in Sweden are 50% and in Norway 29% with a share in Scandinavia of 41%. The core business is alpine skiing with guest's experiences as it centre. Other activities are mediating accommodations, ski schools and ski rentals.

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