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SkiStar Åre: The amateurs challenging the pros in Åre High Five by Carlsberg

On Saturday 26 March the popular event Åre High Five by Carlsberg returns to Stjärntorget in the centre of the resort where large quantities of snow have fallen over the past few days. The five decisive disciplines will offer the amateurs the chance of challenging the top Swedish skiing elite in a line-up including names such as Jon Olsson, Kaj Zackrisson, Anna Holmlund, Oscar Scherlin, Henrik Windstedt and Jessica Lindell-Vikarby. The event will conclude with prize-giving ceremonies and a great après-ski.

For the second year running, Skistar is proud to announce Åre High Five by

Carlsberg. This coming Saturday, 26 March the greatest stars of Swedish skiing will be challenged by what must be Sweden's bravest amateurs. The fight will include the disciplines Sled Cross, Speed Ski, Cross Style and Ski Cross before concluding with parallel slalom.

Last year's event was highly appreciated both by the participants and the spectators and this year we are looking forward to the same great atmosphere and an action-packed day in Åre.

Read more about the event and the disciplines at skistar.com.

For further information about Åre High Five by Carlsberg and the list of participating pros, visit www.arehighfive.com

Programme:

Saturday 26 March 2011

09.00-09.30: Presentation of the pro racers and race briefing in the High Five Arena in Stjärnbacken.

09.30-13.00: High Five races: Sled Cross, Speed Ski, Cross Style and Ski Cross.

Starting time for the pros:

10.00-10.15: Speed Ski

10.15-11.00: Cross Style

11.00-11.45: Sled Cross

11.45-12.30: Ski Cross

13.00-14.00: Prize-giving ceremony in the High Five race arena: Fastest skiers in the first four disciplines.

14.00-15.00: Final: Parallel Slalom.

15.00-15.30: Prize-giving ceremony in the High Five race arena in Stjärnbacken.

15.00-18.00: Major après-ski at Fjällgården

22.00-02.00: Åre High Five party at Bygget

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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.

Contacts



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