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## SkiStar Åre: The best snow conditions in Åre for a very long time

**Cold and snowy weather and new snow making equipment has given Åre the opportunity to open the slopes early. This weekend is the official kickoff for the season – Snow, Test and Party - meaning skiing day and night, partying and even more open lifts and slopes.**

A few slopes have due to the best snow conditions since 1992 already been open for almost a month, and the skiing has been great. This weekend, it is finally time for our annual event Snow, Test and Party with the opportunity for our guests to try out the latest news in snowboards, skis and other gear.

There will also be fashion shows, parties in all the bars, movies and the F'ck it Rail Tour Final. In addition to that we open even more of the lifts and slopes in Rödkullen, for example the award winning Bräcke Snow Park, practically all major slopes in central Åre and a few children's lifts in Björnen and even more skiing in Duved.

As if the skiing conditions only, weren't enough, we also have more snowboard and ski brands than ever, for our guests to try out.

– With all this in mind, we can look forward to one of our best kickoff weekends ever. The snow conditions are actually so good that we expect to open the Gondola lift pretty soon, which means high terrain skiing for Christmas, says Anna Wersén, sales and marketing manager, Skistar Åre.

You can find more information and pictures at <http://www.skistar.com/en/Åre/Event/Snow-test-and-party/>

Or at our pressroom <http://www.mynewsdesk.com/uk/pressroom/skistar-aare>

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Briefly about Åre:

Åre is the alpine capital of Scandinavia with an international atmosphere. The trains arrive 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.

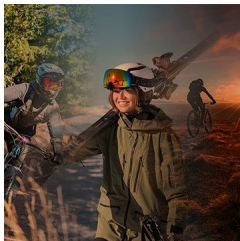
Besides skiing, there are many restaurants for culinary sensations, buzzing nightlife, a wide offering of activities and an amazing selection of shops for the size of this town. Åre is a first-rate winter tourism destination, the number of skier days during the season 2009/10 amounted to 1 060 422.

Briefly about SkiStar:

The SkiStar AB (publ) B shares are listed on the 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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## Contacts



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