



Sälen, 31 October 2003

PRESS RELEASE

## ***SkiStar and Stadium initiate co-operation agreements***

*SkiStar and Stadium have established a joint purchasing and operational agreement regarding a sporting goods and sportswear retail outlet.*

*Stadium is the Nordic region's leading and most expansive sporting goods and sportswear retail chain with a total of approximately 80 outlets in Sweden, Denmark and Finland.*

*Prior to the beginning of the winter season 2004/2005, Stadium will open a new sporting goods and sportswear outlet in Lindvallen, Sälen. The sporting goods chain will profile this outlet on the basis of a new alpine mountain recreation concept. The ambition is that Stadium will, in the long-term, establish a number of sporting goods and sportswear outlets at SkiStar's skiing destinations.*

*At the same time, a joint purchasing agreement regarding skiing equipment and accessories was also established, which is to be initiated in spring 2004. The aim is to improve purchasing routines and decrease purchase prices.*

- We feel that the initiation of this cooperation with Stadium is completely in line with our company's strategy and aims. Stadium is a very professional and successful company within the sporting goods industry. SkiStar is taking yet another step towards concentrating its operations, says Mats Årjes, Managing Director of SkiStar.*
- SkiStar, with the most attractive alpine destinations in Sweden, is the best and most natural co-operation partner for Stadium's new mountain recreation concept. We look forward to our co-operation with SkiStar, says Ulf Eklöf, Managing Director of Stadium.*

***For further information please contact:***

*Mats Årjes, Managing Director, SkiStar,  
Ulf Eklöf, Managing Director, Stadium,*

*Tel +46-280-880 80  
Tel +46-11-24 30 02*

*SkiStar AB (publ), whose Class B shares are listed on the Stockholm Stock Exchange's Attract40 List, owns and operates ski resorts in Sälen, Åre, Vemdalen and Hemsedal.*