



Sälen, 28 January 2004

Press Release

### ***Continued high demand for SkiStar***

- ***Improved booking situation***
- ***New 8 seat ski lift in Hemsedal***

*The booking situation at SkiStar's destinations has improved and the increase in volume of bookings for the winter season 2003/2004 is, at the moment, 6% greater than at this time last year.*

*"It is very positive to see a continued high level of demand for winter vacations, in spite of a strong Swedish krona. This is a very positive indication of the strength of the attraction held today by our destinations: Sälen, Åre, Vemdalen and Hemsedal", states SkiStar's Managing Director, Mats Årjes.*

*SkiStar will build a new 8 seat ski lift in Hemsedal for the winter season 2004/05, an investment of approximately MNOK 45*

*"We see a large growth potential for our Norwegian destination, Hemsedal. With the new 8 seat ski lift we will have increased capacity and comfort in Hemsedal's most popular lift system", states Mats Årjes.*

*Group Financial Officer, Magnus Sjöholm has been appointed as Deputy Managing Director of SkiStar.*

***For additional information:***

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