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SkiStar Hemsedal - Season 2011/12 News

Commonly referred to as “the Scandinavian alps”, Hemsedal is one of Scandinavia’s largest, most popular ski resorts. Situated to the north at between 625 and 1,920m over sea level, Hemsedal has a stable winter climate that ensures plenty of snow. The ski resort has a long season and is easy to reach from Norway’s two major cities, Oslo and Bergen. Hemsedal offers loads of fabulous snowboarding and skiing, with 52 groomed slopes, 24 lifts, 5 terrain parks and Norway’s largest area for children. Experienced skiers and beginners, young and old, there’s a slope for everyone.

“Hemsedal Skisenter is pleased and proud to celebrate 50 years of lift operations. Since 1961, Hemsedal has provided wonderful skiing for guests of

all ages and skills. We have made enormous progress from the days of one lift and manual slope grooming to today's product with express lifts, snowmaking equipment and snow parks. Hemsedal Skisenter has worked diligently to give our guests what they want on the slopes and in extra services. We are proud to be able to say that we are the preferred skiing destination among our Norwegian guests," says Trond Østby, Destination Director, SkiStar Hemsedal.

New adventures for children and young people

Last year, Hemsedal unveiled its SkiStar's Experience, a concept that gives off-piste skiers information, challenges and fabulous adventures. Supervised off-piste skiing proved to be quite popular so SkiStar Hemsedal is taking the concept further and starting Adventure Camp, a similar concept but for younger boys and girls. Focus is on teaching children and young people how to ski safely off-piste. Adventure Camp is arranged as a two or four-day event, and includes an avalanche course and fabulous off-piste skiing around Hemsedal Skisenter.

Jibb & Park Camp is another fun addition for younger guests. Children and young people can try skiing in the park under the supervision of experienced instructors. They meet people their own age that share their interests while learning fun new tricks.

Both Adventure Camp and Jibb & Park Camp are for children, ages 7-10, and young people, ages 11-15, who already are relatively experienced skiers and who want to improve their skills.

More snow and wider slopes

Guests will be pleased to learn that Hemsedal has invested in new snowmaking equipment for the coming season. This means that the start of the season in Tinden is scheduled for November, which is earlier than normal. Besides making the slopes better, the slopes will be wider so that more can enjoy Hemsedal's fabulous runs. This time, Veslebreidalen and Holdeskarløypa slopes will get extra grooming with the snow cannon.

A long ski season

Hemsedal Skisenter is planning to open on Friday November 4th. The snow production started October 13th, and will continue until about 60 % of the ski resort is covered with snow. The ski center is open every day throughout the 6 months long season, ending on May 1st 2012.

Kort om SkiStar:

SkiStar AB (publ), hvis B-aksjer er noterte på Nasdaq OMX Mid Cap Stockholm, eier og driver skianlegg på alpindestinasjonene Sälen, Åre og Vemdalen i Sverige samt Hemsedal og Trysil i Norge, samt Hammarbybacken i Stockholm. Markedsandelen er i Sverige 50 %, i Norge 29 % og totalt i Skandinavia 41 %. Kjernevirksomheten er alpin skikjøring med gjestens skiopplevelse i sentrum. Øvrige virksomheter er losjiformidling, skiskole og skiutleie.

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Kontaktpersoner



Anne-Lise Dokken

Pressekontakt

Markedsansvarlig SkiStar Norge AS

press@skistar.com

+47 99 72 29 83