

SkiStar Resort

SkiStar Sweden Unveils Resort TV Channel for Ski Resorts in Sweden and Norway

Oslo, Norway -- The Impact Europe Group, a Scala Certified partner and an International AV solutions provider, strongly positioned in the Audio, Video, Data and Communication Systems Integration market has implemented a resort TV channel for Swedish SkiStar.

Swedish SkiStar is listed on the Stockholm Stock Exchange's O list since 1994. SkiStar owns and operates ski facilities in the alpine destinations in Sälen, Åre and Vemdalen in Sweden and in Hemsedal and Trysil in Norway. The market share of sales of ski passes amounts to 50% in Sweden, to 28% in Norway and to a total of 34% in the Nordic market. The core business is alpine skiing, with the focus on the guests' skiing experience. Other strategically important operations conducted by SkiStar are accommodation agency activities, ski rental and ski schools. SkiStar's vision is to create memorable winter experiences as the leading operator of European

alpine skiing destinations.

SkiStar/TV Sälen, TV Åre and TV Trysil are resort TV channels that play 24 hours-per-day, with live shows every day at 8am, 9am and 6pm. Fresh weather reports, as well as ski lift and ski trail information is mixed with entertainment, live reports, studio guests, ski films and commercials. Between every live show, the channels display graphic screens that are periodically interrupted by reports, commercials and ski films. More than 70% of the winter visitors watch the TV channels on a daily basis. In addition to the daily production that is managed inhouse, there is collaboration with an established film production agency that produces the graphic profile for the vignettes and in depth reports.

TV Sälen, TV Åre and TV Trysil all operate using Scala InfoChannel® to create the graphic loop that broadcasts 24/7/365, customer's programs, commercials and graphic displays are easily managed with Scala's simple and unique network management system. Live information is automatically downloaded through web cameras and meteorological web sites as well as broadcasted via the InfoChannel Network Manager from a central

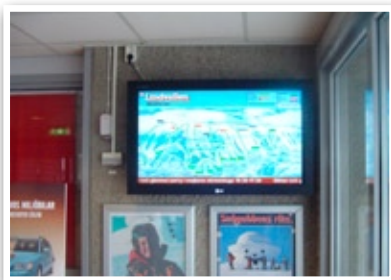


location.

SkiStar/Lindvallens Gästservice

This year, the Lindvallens Guest Service started a unique project to reach out to their guests with ski lift and ski trail information. By displaying digital ski trail maps on 42" LCD screens with integrated live graphics, skiers can easily see the locations and schedules of ski trails. Using graphic symbols, a skier can also see if a favorite ski trail has night lighting. The application can be compared to an airport system that shows flight/gate information.

All information is updated via a simple web user interface and in real-time by ski trail managers, lift operators and receptionists to LCD screens placed in the busy areas, such as info centers, receptions, as well as outdoors by lift stations. The system also includes functions such as weather forecasts, snow conditions at top and bottom stations, opening hours for lifts. Also included on the screen is a ticker



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that quickly reaches out with relevant information that has already shown to increase sales.

Skistar/Skidåkarna (Ski rental)

Skidåkarna's philosophy is simple: "We not only rent out skis and equipment, we also transmit experiences to our guests". To better inform their customers, as well as relieve their personnel, Skidåkarna has installed an information channel in their outlets in Lindvallen. By showing dynamic "how-to when renting equipment" films, and showing sales enhancing promotions, they create a better environment in their outlets. Impact Europe Sweden is Scala's distributor in Sweden, and has, with its' new management in 2006, greatly focused on digital signage solutions. "We are proud to offer the market leading software, Scala InfoChannel, to our customers" says Jonas Angervall, Managing Director of Impact-Europe Sweden.

"Partnering with Impact Europe Group provides Scala with access to a major industry in Sweden." says Truls Baklid, Vice President Scala Nordic. "Skiing is a major industry in Scandinavian countries and Impact Europe Group is positioned as a leader in providing resort TV channels for visitors to Scandinavian ski slopes."

About Scala, Inc.

Scala, Inc. is the world's leading provider of software for digital signage software used in retail, education, entertainment, government and other industries. The company's cutting-edge multimedia software platform powers thousands of digital signs



around the world including the digital signage networks of Tesco, Best Buy, T-Mobile, ShopRite, Virgin MegaStore, Bloomberg, Burger King, Kiwi, Azizia-Panda Supermarket, McKee Foods, Muvico, Santiago Airport, RaboBank and Warner Brothers Movie World. Since InfoChannel is proven, scalable, and easy to manage, it is the platform of choice for many digital display networks ranging in size from one screen to thousands of screens with uses including advertising displays, touch screens, retail TV, LED billboards, lobby signage, digital menu boards, interactive kiosks, and more. Scala, Inc. pioneered the industry of digital signage in 1987, and is today headquartered near Philadelphia, PA with operations in California, the UK, Norway, The Netherlands, China and

Japan.

About Impact Europe

The Impact Europe Group is an International AV solutions provider, strongly positioned in the Audio, Video, Data and Communication Systems Integration market. Impact Europe is the market leading AV operator in Scandinavia and in the UK. Impact Europe Group's business mission is to offer medium-sized and large companies and organizations the facilities needed to provide professional presentations and effective communication in realtime. Impact Europe Group's vision is to be a market leading audiovisual integration and service company in the European market and to be the driving force in the development of the AV market.