

INTERNATIONAL SKI FEDERATION

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FOR IMMEDIATE RELEASE

FIS MEDIA INFO**Schladming 2013 sold out for sponsors - Deichmann becomes a long-term partner of the FIS Alpine World Ski Championships**

126 days before the official opening of the FIS Alpine World Ski Championships 2013 in Schladming, Austria, and on the day that the FIS Final Inspection takes place, FIS together with the rights holder European Broadcasting Union (EBU) and its marketing partner Tridem Sports AG is pleased to announce that the winter season's highlight event has been sold-out from the international marketing and sponsoring perspective.

Joining an esteemed circle of seven international companies, Deichmann is the final international brand to sign up as a partner of Schladming 2013. In addition to presenting partner Audi, the event will be supported by Milka, UNIQA, Vattenfall, Gösser, Halti Skiwear and official timing and data partner Longines.

"For FIS, this level of commercial success for our flagship event is testimony to the continuing strong appeal of winter sports in the international marketplace," stated FIS President Gian Franco Kasper. "We look forward to delivering an unforgettable two weeks of ski racing and celebrating the Championship's motto of a "Ski Festival with Heart" in Schladming in February 2013."

With this engagement as a main partner of the FIS Alpine World Ski Champions, Deichmann further extends its involvement in winter sports. The shoe retailer based in Essen, Germany already partnered with the 2011 and 2009 FIS World Championships in Garmisch-Partenkirchen (GER) and in Val d'Isère (FRA), and in addition to becoming a sponsors of Schladming 2013, has already signed up for the coming two editions in Vail-Beaver Creek (USA) in 2015 and St. Moritz (SUI) in 2017.

The agreement for Schladming 2013 is part of a long-term cooperation between Deichmann and Tridem Sports AG that features extensive rights for Deichmann including television visibility through banner in the finish area, along the course, and on starting bibs. The commitment represents the first long-term sport sponsoring engagement by Deichmann. In Switzerland, Deichmann has partnered with the Audi FIS Ski World Cup events through the

brand of Ochsner Sport in Wengen, Adelboden and Lenzerheide since 2004 and is also a long-term part of the Swiss National Ski Association Swiss-Ski.

Steve Schennach, Member of the Board at Dosenbach - Ochsner and Head of Marketing at the Deichmann Swiss subsidiary which is implementing the sponsoring engagement, stated: "We are proud to be part of the upcoming FIS Alpine World Ski Championships with the Deichmann Group. This long-term, central engagement is going to have a positive impact on all the 22 countries where the Deichmann Group is active. In February, there will be a need for both warm shoes for cold feet and the first spring fashion.

"As part of the Deichmann Group, and as a Swiss shoe and sports retailer, we are very happy about the engagement of the Deichmann Group in our core markets and even more so about the additional highlight of the 2017 edition of the Championships in St. Moritz in our home market," adds Schennach. "First, however, we will celebrate the Schladming event next February together with the 100-year anniversary of Deichmann in 2013."

Christian Pirzer, CEO Tridem Sports AG commented: "We are very pleased to see Deichmann commit to the FIS World Championships for the long-term. After the success of their engagement with the FIS Alpine World Ski Championships in Garmisch-Partenkirchen, Deichmann's new contract with the EBU extends until 2017. This also means that we have sold-out all the international sponsoring packages more than four months before the Championships in Schladming."

"Under extremely challenging economic conditions this result is a demonstration of the strength of the unique and direct contact between the sponsors and broadcasters which only the EBU is able to provide. It is furthermore a proof of the professionalism of our service provider, Tridem Sports AG, and the excellent cooperation we have with FIS on broadcasting and marketing matters. This configuration seems to be a real win-win situation," added Ingolfur Hannesson, Head of Sports Rights - Winter & Indoor Sports at the EBU.

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About FIS

FIS is the governing body for international skiing and snowboarding, founded in 1924 during the first Olympic Games in Chamonix, France. Recognized by the International Olympic Committee (IOC), FIS manages the Olympic disciplines of Alpine Skiing, Cross-Country Skiing, Ski Jumping, Nordic Combined, Freestyle Skiing and Snowboarding, including setting the international competition rules. Through its 115 member nations, more than 6'500 FIS ski and snowboard competitions are staged annually. Specific initiatives are undertaken by FIS to promote snow activities as a healthy leisure recreation, notably for the young.

For more information, please visit www.fis-ski.com.

About Deichmann

DEICHMANN SE, headquartered in Essen (Germany), was founded in 1913 and continues to be 100% owned by the founder family. The company is a market leader in the European shoe retail market and employs 32'500 people worldwide. DEICHMANN operates stores under its own brand in Germany, Austria, Bulgaria, the Czech Republic, Croatia, Denmark, Great Britain, Hungary, Italy, Lithuania, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden and Turkey. Moreover, the Group is represented in Switzerland

(Dosenbach/Ochsner/Ochsner Sport), in the Netherlands (vanHaren) and in the USA (Rack Room Shoes/Off Broadway).

About the European Broadcasting Union (EBU)

The EBU serves 74 Members in 56 countries in and around Europe. It represents its Members and promotes the values and distinctiveness of public service media in Europe and around the world. The Eurovision and Euroradio networks deliver news, sports, events and music to EBU Members and other media organizations. Services to Members range from legal advice, technical standardization and development to coproduction and exchange of quality European content. For more information about the EBU: www.ebu.ch and www.eurovision.net

About Tridem Sports AG

Tridem Sports AG, headquartered in Freienbach, Switzerland, was founded by Christian Pirzer in 2008. Tridem Sports AG is an international, independent full service sport and sport rights management agency focused on sustainable growth and development of sport through professional marketing of athletes, associations, clubs and events.

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