

Sölden, Austria, 26.10.2012

INTERNATIONAL SKI FEDERATION

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FOR IMMEDIATE RELEASE

FIS MEDIA INFO

Longines introduces the “Longines Rising Ski Stars” prize

Longines, the well-known Swiss watch brand, is the official timekeeper for the FIS Alpine Ski World Cup competitions and the FIS Alpine World Ski Championships. This season, the brand introduces the “Longines Rising Ski Stars” prize which reflects Longines’ commitment to supporting young sportsmen and sportswomen. In 2013, Longines will also be back to Kitzbühel and is proud to provide its timekeeping know-how for the Hahnenkamm Races again as it has done for many decades from 1948 on.

For the 2012/2013 ski season, Longines introduces the “Longines Rising Ski Stars” prize which will be awarded to the best young female (under 21) and male (under 23) athlete taking part in the FIS Alpine Ski World Cup. It consists of a trophy and a Longines watch as well as a cheque for 20'000 CHF. The prizes will be presented to the winners in the frame of a gala event at the end of the season.

This new competition reflects Longines commitment to supporting young sportsmen and -women. The Swiss watchmaker already organises the “Longines Future Tennis Aces” tournament at Roland Garros for young tennis talents under the age of 13. Moreover, during the Prix de Diane Longines, the “Longines Future Racing Stars” is the race for young and promising European jockeys from France, England, Germany, Ireland and Italy.

Günter Hujara, FIS Chief Race Director for the men's Alpine, commented: "When you know how difficult it is to break through in the very competitive and tight field of the world's top athletes competing in the men's FIS Alpine Ski World Cup, it is absolutely correct to focus on the extraordinary performances by the best young athletes and bring them to the spotlight of the global audiences."

Atle Skaardal, FIS Chief Race Director for the ladies' Alpine, added: "This is an excellent initiative. Besides underlining the great cooperation between FIS and Longines, it will provide

an additional highlight for the circuit to be keenly followed by the fans and will surely also be well-received by the racers."

Furthermore, Longines is delighted to continue its commitment as official timekeeper of the FIS Alpine Ski World Cup and FIS Alpine World Ski Championships. The brand's long association with competitive ski started in Chamonix in 1933. Longines is proud to be back to Kitzbühel this season where the watch brand provided its timekeeping know-how for the first time in 1948. For many decades, Longines has accompanied the technological development of this prestigious competition, bringing many innovations to the increasing requirements of timekeeping and the audience. In 1993, for example, Longines developed a new technology for displaying on TV the intermediate time of the athlete compared with the fastest competitor of the race.

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About Longines

Longines has been based at Saint-Imier, Switzerland, since 1832. It is celebrating 180 years of non-stop craftsmanship in 2012 and its watchmaking expertise reflects a strong devotion to tradition, elegance and performance. It has generations of experience as the official timekeeper at world championships and as a partner of international sports federations. Longines is a member of The Swatch Group S.A., the world's leading manufacturer of horological products. With an excellent reputation for creating refined timepieces, the brand, whose emblem is the winged hourglass, has outlets in over 130 countries. For more information, please visit www.longines.com

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.

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