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**INTERNATIONAL SKI FEDERATION**

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FOR IMMEDIATE RELEASE

**FIS MEDIA INFO**

**Konica Minolta Official Data Partner for the FIS Ski Jumping World Cup**

*Contract signed for four seasons beginning with 2012/2013*

Konica Minolta will support the FIS Ski Jumping World Cup in the role of Official Data Partner. By partnering with FIS as one of the biggest international sports federations, Konica Minolta will be present at 31 Ski Jumping World Cup events in nine countries in Europe and Asia; including Norway, Finland, Germany, the Czech Republic, Poland, Slovenia, Switzerland, Austria, and Japan.

FIS and Konica Minolta have signed a contract for four years, which will help Konica Minolta to receive a strong media presence in a number of European countries from the autumn until the spring. With this engagement Konica Minolta is not only strengthening its brand presence overall, but is also setting up the image of Konica Minolta in European local organisations as a transnational company.

“We are happy to be part of a sport that enjoys a high level of technical sophistication. This engagement reflects Konica Minolta’s approach of delivering highly technical solutions. With the strong presence in Europe that comes with our sponsorship, we will not only build a bridge between sophisticated technical solutions and sports, but we will also strengthen the Konica Minolta brand coverage across Europe,” comments Olaf Lorenz, Head of International Marketing at Konica Minolta Business Solutions Europe.

“Konica Minolta is the first company to benefit from an attractive, newly designed sponsorship package for Ski Jumping as our Official Data Partner. As an internationally renowned brand, we greatly value their engagement”, says FIS President Gian Franco Kasper.

Ski Jumping belongs to the family of Nordic Skiing and has a high level of technical sophistication both from the physical perspective of the sport, as well its evaluation and communication through various media channels including television and digital media. All individual results from the season's competitions count towards the overall FIS World Cup ranking. The title of FIS World Cup winner is highly coveted by the athletes due to the high level of performance required during the entire season and for some, winning the World Cup is worth more than a gold medal at the FIS World Ski Championships or at the Olympic Winter Games.

#### **About Konica Minolta Business Solutions Europe**

Konica Minolta Business Solutions Europe GmbH, based in Langenhagen, Germany, is a wholly-owned subsidiary of Konica Minolta Business Technologies, Inc., Tokyo, Japan. The company delivers services and distributes products, systems and solutions that fulfil all the requirements of office and production printing over the entire document life cycle. Its product range extends from colour and monochrome multifunctional and production printing systems, laser printers and all-in-ones to management software that integrates devices seamlessly into work processes and IT environments. To support customers such as printing and industrial companies optimally with powerful and sustainable solutions, technology leader Konica Minolta continuously invests in research and development work and regularly sets new standards for the entire printing industry.

Konica Minolta Business Solutions Europe is represented by subsidiaries and distributors in more than 50 countries in Europe, the Middle East and Africa (EMEA). With over 28,500 employees around the world, Konica Minolta Business Technologies earned net sales of over EUR 5.0 billion in financial year 2011/12.

For further information about the company, visit [www.konicaminolta.eu](http://www.konicaminolta.eu).  
Product images are available at [www.konicaminolta-images.eu](http://www.konicaminolta-images.eu).

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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](http://www.fis-ski.com).

#### **About FIS Marketing AG**

Established in the autumn of 2009, FIS Marketing AG is an independently run and staffed strategic joint venture owned by FIS as the majority shareholder, and by Tridem Sports and Infront Sports & Media as equal shareholding partners. It has the objective of enhancing the value of FIS marketing rights, developing sponsorship projects, and providing improved services to FIS partners.



Led by Christian Pirzer, FIS Marketing AG is incorporated under Swiss law and based in Wollerau, Switzerland. Besides managing the sales and handling of FIS controlled marketing rights, it leverages the know-how and experience of its shareholders to offer event and marketing services and consultancy to the sports marketplace.

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