

INTERNATIONAL SKI FEDERATION

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FOR IMMEDIATE RELEASE**FIS MEDIA INFO****FIS Ski Flying World Championships 2012 in Vikersund to begin -
'Sold out' marketing success**

The 22nd edition of the FIS Ski Flying World Championships will be held from 23rd-26th February 2012 in Vikersund (NOR). With the weather forecast predicting 5 degrees centigrade and sunshine for the next four days and an all-time high number of tickets sold, including a full house for Saturday, everything is set for a spectacular Championships extravaganza.

A total of 16 nations are fighting for medals and the titles of FIS World Champion in Ski Flying in an individual (Friday/Saturday) and a team event (Sunday). Around 400 accredited media will be present to cover the event. The host broadcaster NRK has a large team working in Vikersund, to ensure the best possible TV images worldwide with the help of 23 cameras.

"We look forward to having this exhilarating title event on the new hill here in Vikersund. The top modern facilities are extraordinary and given the excellent weather forecast, we can expect a true sports festival marked by spectacular flights," stated Gian Franco Kasper, President of the International Ski Federation (FIS).

On the eve of the official Opening Ceremony of the event tonight, FIS together with FIS Marketing AG and the Local Organizing Committee are pleased to announce that the winter's FIS highlight event is sold out from the sponsoring perspective.

The presenting sponsor Kongsberg Gruppen, a leading high-technology supplier of industry, has been joined as main sponsors by the automaker Hyundai, sports retailer Intersport, investment group Vardar that focuses on renewable energy sources, financial services chain Volksbank and Riks TV, a digital TV services provider.

The sponsoring agreements were negotiated by FIS Marketing AG, an independent company of which FIS is the majority shareholder, that is tasked with the sales and handling of FIS controlled marketing rights in cooperation with the Local Organizing Committee. The FIS Ski

Flying World Championships 2012 represent the first FIS Championships where FIS Marketing AG was fully in charge of managing the sale of the marketing rights.

“We are very happy about being able to sell all the available packages for Vikersund 2012, in a very close cooperation with the Local Organizing Committee. For me this was a true success story and the model for managing marketing rights at the future FIS Ski Flying World Championships,” said Christian Pirzer, CEO of FIS Marketing AG.

Besides supporting the FIS Ski Flying World Championships 2012, Hyundai has become a Central Sponsor of the FIS Ski Jumping World Cup for the next seasons (seasons 2012/13 and 2013/14), the FIS Ski Flying World Championships 2014 in Harrachov (CZE) and the FIS Nordic World Ski Championships 2013 in Val di Fiemme (ITA).

The FIS Ski Flying World Championships have been carried out since 1972. There are just five ski flying hills in the world, in Harrachov (CZE), Vikersund (NOR), Planica (SLO), Kulm (AUT) and Oberstdorf (GER). The Vikersund ski flying hill was recently rebuilt and officially opened last February with FIS World Cup competitions. It is considered to be currently the world's largest hill facility.

For more information about Vikersund 2012, please visit www.vikersund.no

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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 112 member nations, more than 6'000 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 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 and developing sponsorship projects as well as providing improved service to FIS partners.

Led by Christian Pirzer, FIS Marketing AG is incorporated under Swiss law and based in Freienbach, 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.