

INTERNATIONAL SKI FEDERATION

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FOR IMMEDIATE RELEASE**FIS MEDIA INFO****Longines to provide data & timing for entire FIS Alpine Ski World Cup and World Championships - A long term commitment**

21st October 2011/-- Longines, the well known Swiss watch brand, will continue to ensure precision in timing for world-class skiing. As the official timekeeper for the entire FIS Alpine Ski World Cup and the FIS Alpine World Ski Championships, Longines will be present on the slopes with a long term commitment.

Gian Franco Kasper, FIS President, commented: "FIS is delighted that the long-term partnership between Longines and the FIS Alpine Ski World Cup continues to grow. This new agreement represents significant value for FIS and all the Organizers of the FIS Alpine Ski World Cup events. Annually, some 80 competitions will be staged world-wide on the two separate World Cup tours for the ladies and men, which requires an experienced global partner equipped to handle this massive task. The sport of Alpine ski racing relies on 100% accurate timing - with Longines we know that we are in the best possible hands."

As Walter von Känel, President of Longines, said, "Longines is looking forward to the new skiing season and the magnificent competitions that we can expect. We are delighted to be present in all the countries of the FIS World Cup! The long term commitment as Official Timekeeper will give Longines the possibility to develop and optimize timing and data handling technologies."

During the 2011/12 ski season, FIS Alpine Ski World Cup competitions will be held in Andorra, Austria, Bulgaria, Canada, Croatia, Finland, France, Germany, Italy, Norway, Russia, Sweden, Slovenia Switzerland and USA.

Longines' long association with competitive skiing started in Chamonix in 1933. The winter contracts for timing international skiing events that followed gave Longines the opportunity to introduce many technological innovations, since each era has presented its own specific demands. Over time, the technical requirements in timekeeping have become much more stringent. For the men's downhill, for example, the FIS now requires five intermediate times and two speed measurements as well as the final time. In addition, all measurements must be to one hundredth of a second.

During the 2011-2012 skiing season Longines will introduce its official watch of the season: The Longines Column-Wheel Chronograph. The timing features of this model combined with a classical design make it a contemporary watch that echoes the great tradition of mechanical timing in the world of sport. The self-winding, chronograph movement has a column wheel which drives the mechanism that measures periods of time and which is characterized by an exceptional operating comfort. The blued steel column wheel controls the chronograph functions (start, stop, return to zero) and is part of a work of art that is a stylized update of the traditional technique. The Longines Column-Wheel Chronograph model continues the brand's horological heritage into the 21st century.

About FIS

Founded in 1924 during the first Olympic Games in Chamonix, France, the International Ski Federation (FIS) aims to promote the sport of skiing and snowboarding and directs the development of all ski and snowboarding activities world-wide. FIS administers the Olympic disciplines of Alpine Skiing, Cross-Country Skiing, Ski Jumping, Nordic Combined, Freestyle Skiing and Snowboarding, including setting the international competition rules. With the help of its 112 member nations (one currently suspended), it stages more than 6'000 ski and snowboard competitions annually. FIS also makes recommendations for recreational skiing and snowboarding in the interest of all and promotes play in the snow as a healthy leisure activity for children and the youth. For more information, please visit www.fis-ski.com.