



FÉDÉRATION INTERNATIONALE DE SKI  
INTERNATIONAL SKI FEDERATION  
INTERNATIONALER SKI VERBAND



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FOR IMMEDIATE RELEASE

## FIS MEDIA INFO

### LG Electronics becomes title sponsor of FIS Snowboard World Cup

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Oberhofen, 4<sup>th</sup> April, 2008/ -- The International Ski Federation (FIS) and LG Electronics are pleased to announce a new cooperation whereby LG Electronics will become the title sponsor of the FIS Snowboard World Cup as of the 2008-2009 competition season. LG Electronics will also be a major sponsor of the FIS Snowboard World Championships 2009 in Sungwoo, Gangwon Province, Korea.

“We warmly welcome LG Electronics onboard as the new title sponsor of the FIS Snowboard World Cup. As a dynamic, global series, the FIS Snowboard World Cup is happy to have found a similarly-minded, creative partner in LG Electronics,” said FIS President Gian Franco Kasper. “We look forward to working with LG Electronics to write the next chapter in the development of Snowboarding which has grown to be one of the most loved winter sports, especially among the youth.”

“LG is sponsoring the FIS Snowboard World Cup because it fits well with our image as a company that takes on new challenges to create electronics that are stylish, innovative and in tune with our customers’ needs,” said Sung-Hun Han, Vice President of Global Brand Marketing at LG Electronics. “Our participation in this sporting event will help us meet even more people who will enjoy our mobile phones, televisions and other high-tech products.”

Snowboarding is the youngest of the FIS disciplines, having been introduced into FIS’s international competition calendar in 1994. Following the first FIS Snowboard World Championships in Lienz, Austria, in 1996, the discipline debuted in the 1998 Olympic Winter Games in Nagano, Japan. In Vancouver 2010, six Olympic titles will be awarded in Snowboarding events.

The annual FIS Snowboard World Cup was initiated in the 1994-1995 season and the series today covers every aspect of this spectacular discipline. From breath-taking freestyle performances seen in half-pipe and big air contests to thrilling rider-on-rider fights within snowboard cross to head-to-head duels in the parallel slalom and parallel giant slalom races, the FIS Snowboard World Cup has it all. The World Cup titles and coveted crystal globes for the winners of the event season rankings are awarded in four categories - big air, half-pipe, snowboard cross and parallel - as well as in the overall standings. The FIS Snowboard World Cup is carried out in around 20 cities in 15 countries and broadcast in 80 countries.

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**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 to direct the development of all ski and snowboarding activities world-wide. It 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 108 member nations, FIS stages more than 4'000 ski and snowboard competitions annually. FIS also makes recommendations for recreational skiing in the interest of all skiers 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](http://www.fis-ski.com).

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**About LG Electronics, Inc.**

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, home appliances and mobile communications, employing more than 82,000 people working in 114 operations including 82 subsidiaries around the world. With 2007 global sales of USD 44 billion, LG is comprised of four business units - Mobile Communications, Digital Appliance, Digital Display and Digital Media. LG is the world's leading producer of mobile handsets, flat panel TVs, air conditioners, front-loading washing machines, optical storage products, DVD players and home theater systems. For more information, please visit [www.lge.com](http://www.lge.com).

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