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INTERNATIONAL SKI FEDERATION

Blochstrasse 2
3653 Oberhofen/Thunersee
Switzerland

FOR MORE INFORMATION

Riikka Rakic
FIS Communications Manager
Mobile: + 41 79 64 34 281
E-Mail: rakic@fisski.com

Contact CRAFT

Magnus Månsson
CEO
Mobile: +46 33 722 34 37
E-Mail : magnus.mansson@craft.se

FOR IMMEDIATE RELEASE

FIS MEDIA INFO

FIS and Craft extend and strengthen partnership

The International Ski Federation (FIS) and Swedish sportswear manufacturer CRAFT have extended and deepened their cooperation. In the coming years, CRAFT will continue as a Premium Sponsor of the FIS Tour de Ski and will further intensify its brand exposure at all FIS Cross-Country World Cup events.

CRAFT and FIS have collaborated for many years and the new agreement represents a continuation and expansion of the existing partnership. The strengthened cooperation provides CRAFT with first-rate exposure at all FIS Cross-Country World Cup events as well as expanded exposure at the FIS Tour de Ski performance by Craft Sportswear.

“CRAFT was one of the founding partners of the FIS Tour de Ski which by now, in its sixth year, has become an unquestionable highlight of the annual FIS Cross-Country calendar. We are pleased to see CRAFT extend its engagement to cover the entire FIS Cross-Country World Cup season and help further grow the great momentum the discipline is currently enjoying worldwide,” commented FIS President Gian Franco Kasper.

“Cross-Country Skiing is stronger than ever and the partnership with FIS, together with the collaboration with the Swedish, Finnish and Polish national cross-country ski teams allows us to strengthen our position as the world-leading manufacturer of cross-country ski clothing,” says Magnus Månsson, CEO at CRAFT. “It provides us with great opportunities to expose our brand on all key markets”.

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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.

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About CRAFT

Swedish brand CRAFT is the pioneer of functional apparel for serious athletes. Since 1977 CRAFT has devoted itself to developing innovative clothing built to withstand extreme requirements in all conditions. CRAFT works closely with its many sponsored athletes and national teams, and focuses on designing the highest performance gear. The brand's foundation is its authentic understanding and love for the sporting culture, reflected in its strong involvement in cross-country skiing, biking, and running. Constantly working on the optimisation of innovative material and construction technologies, CRAFT sportswear is the ideal training and competition gear for all activities year-round.

For more information, please visit www.craft.se