

INTERNATIONAL SKI FEDERATION

Blochstrasse 2
3653 Oberhofen/Thunersee
Switzerland
Tel +41 33 244 61 61
Fax +41 33 244 61 71

FOR MORE INFORMATION

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

FOR IMMEDIATE RELEASE**FIS MEDIA INFO****FIS MEDIA INFO: Oslo 2011 sold out - Viessmann signs up as presenting sponsor of 2013, 2015, 2017 FIS Nordic World Ski Championships**

On the eve of the official opening of the FIS Nordic World Ski Championships 2011 in Oslo (NOR), FIS together with the European Broadcasting Union (EBU), the holder of the TV and marketing rights, EBU's sales partner Tridem Sports and the Local Organizing Committee, are pleased to announce that the winter's Nordic highlight event is sold out from the sponsoring perspective.

Viessmann (www.viessmann.com), a long-time supporter of winter sports, has joined the esteemed group of ten main partners of Oslo 2011. As such, Viessmann joins Statoil, the presenting sponsor, along with the official sponsors Aker Solutions, BMW, Craft, Deichmann, DnB NOR, Hublot, Intersport and Leroy. One of the leading international manufacturers of heating systems, Viessmann currently also serves as presenting sponsor of both the FIS Cross-Country and Ski Jumping World Cups.

Further to its engagement for Oslo 2011, Viessmann has already sealed its commitment to the FIS Nordic disciplines by entering into a multi-year relationship as presenting sponsor of the FIS Nordic World Ski Championships 2013 and 2015 in Val di Fiemme (ITA) and Falun (SWE), respectively, as well as the 2017 edition for which the host will be elected by the FIS Council in June 2012.

"FIS is thrilled to be able to extend and enhance the well-established partnership with Viessmann for the FIS Nordic World Ski Championships during the next six years," commented FIS President Gian Franco Kasper. "This level and extent of cooperation with such a premium brand is a sign of real market strength of our flagship Nordic product. We look forward to working together with Viessmann to develop new and innovative ways to promote Nordic Skiing."

The sponsoring success of the FIS Nordic World Ski Championships also serves as testimony to the partnership between the EBU and Tridem Sports as its sales agency. Says Ingolfur Hannesson, Head of Winter Sports for EBU: "This marketing rights exploitation configuration required close and professional cooperation with FIS and the Oslo 2011 Organizing Committee which we enjoyed over the last few years, leading to a maximum result. Viessmann, with its proven track record in winter sports, was added to an impressive list of companies already in place for Oslo and now also for future FIS Nordic World Ski Championships."

* * *

For more background information please refer to:

FIS FACT SHEET: FIS Anti-Doping Program enters the Worlds 2011 winter

<http://www.fis-ski.com/uk/news/pressreleases/press-releases-2010/anti-doping-20102011.html>

FIS FACT SHEET: Q & A with Rasmus Damsgaard, FIS Anti-Doping Expert

<http://www.fis-ski.com/uk/news/pressreleases/press-releases-2010/rasmus.html>

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.