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FOR IMMEDIATE RELEASE

## **FIS MEDIA INFO**

### **LG Electronics extends title sponsorship of FIS Snowboard World Cup**

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Oberhofen (SUI), 20<sup>th</sup> July, 2009 / -- The International Ski Federation (FIS) and LG Electronics are pleased to announce an extension of their cooperation whereby LG Electronics will continue to serve as the title sponsor of the FIS Snowboard World Cup for the 2009/10 season.

“FIS is delighted to further build this partnership with LG Electronics in support of the FIS Snowboard World Cup,” commented FIS President Gian Franco Kasper. “Based on the significant success during the first season of our cooperation, we look forward to helping LG reach an even larger audience among its target group, both on-site especially at the city events around the world and through the media of their choice.”

“LG is excited to announce that we are extending our sponsorship of the LG FIS Snowboard World Cup for a second season,” said Andrew Barrett, Vice President, Global Sponsorship for LG Electronics. “In our first year we saw great returns for our investment with FIS, and our markets around the world saw our association with Snowboarding as an ideal platform to engage with stylish and technologically advanced consumers. We are particularly excited about the 2009/10 season and the opportunities that exist with Snowboarding – and winter sports in general – in Korea.”

“As winter sports continue to gain in popularity in Asia, LG and Korea are in very good positions to benefit from this trend,” added Mr. Barrett. “That’s why we are especially excited and proud that Korea, after it hosted the first-ever FIS Snowboard Championships in Asia last season, has been selected by FIS to be a host country for one of their five big air events in the 2009/10 season. Hosting a big air event will certainly help solidify Korea’s position on the world map as a winter sport destination, and some day that might just come in handy for our winter sports federations.”

Snowboarding is the youngest of the FIS disciplines, having been introduced into FIS’s international competition calendar in 1994. 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 FIS Snowboard World Cup is about to enter its 16th season on 25<sup>th</sup>-26<sup>th</sup> August in Cardrona, New Zealand. The series covers competitions ranging from breath-taking freestyle performances in half-pipe and big air to thrilling rider-on-rider fights within snowboard cross and head-to-head duels in the parallel slalom and giant slalom competitions. The World Cup titles 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 more than 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 directs 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 110 member nations (one currently suspended), FIS 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](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, mobile communications and home appliances, employing more than 84,000 people working in 115 operations including 84 subsidiaries around the world. With 2008 global sales of \$44.7 billion, LG comprises of five business units – Home Entertainment, Mobile Communications, Home Appliance, Air Conditioning and Business Solutions. LG is one of the world's leading producers of flat panel TVs, audio and video products, mobile handsets, air conditioners and washing machines. LG has signed a long-term agreement to become both A Global Partner of Formula 1™ and A Technology Partner of Formula 1™. As part of this top-level association, LG acquires exclusive designations and marketing rights as the official consumer electronics, mobile phone and data processor of this global sporting event.

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