



**FÉDÉRATION INTERNATIONALE DE SKI**  
**INTERNATIONAL SKI FEDERATION**  
**INTERNATIONALER SKI VERBAND**



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FOR IMMEDIATE RELEASE

## **FIS MEDIA INFO**

### **FIS and Halti extend partnership**

Oberhofen, 27<sup>th</sup> November, 2009/ -- The International Ski Federation (FIS) and Halti, the leading Finnish sports outdoor brand, announced today that they have agreed a prolongation of their cooperation and partnership under which Halti serves as the "FIS Official Clothing Supplier."

The original agreement covered three seasons from 2007-2010, whilst the renewal of the partnership sees the relationship extended for the following three seasons until the end of 2012/2013. Halti will continue to provide FIS, for use by FIS staff, juries and officials supporting the organization of the FIS World Cups, FIS World Ski Championships and the Olympic Winter Games in the FIS Olympic disciplines, with ski outfits, travel clothing and accessories. The annual FIS uniforms provided by Halti will be part of a special FIS clothing package featuring FIS designs and corporate identity. In addition, the agreement covers a separate Halti FIS Commercial Collection and a Halti FIS Merchandising Line.

"As we enter into the third season of our officials benefiting of the latest know-how in technical sportswear, we are pleased to already extend our partnership with Halti for another three year period. Their products have stood the test in often demanding conditions by the FIS staff and come out with flying colors," said FIS President Gian Franco Kasper, and added: "Halti has shown great flexibility in meeting the needs of FIS officials working on the pistes and hills of the world, and the company has also made a significant contribution to the sport notably by partnering with the last two FIS Alpine World Ski Championships. For the first time, the 85 FIS Technical Delegates and International Technical Officials in the six FIS disciplines will be wearing specially designed Halti gear at the Olympic Winter Games in Vancouver and Whistler next February."

"For Halti, being an official FIS partner helps differentiate us in the marketplace and grow our reputation as a provider of high quality, vastly technical products. Having the FIS race professionals put our products to great use many weeks a season speaks volumes of the excellence of our products. FIS is an optimal partner for us in many ways," stated Halti's recently appointed managing director Martti Uusitalo, who has played a significant role in building Halti into an increasingly international brand and making the company into a trailblazer in the field of sports outerwear. "We look forward to further developing this relationship and to solidly establishing the Halti brand in the world of skiing."

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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 Halti**

Halti, the Finnish market leader in sports outerwear, is one of the most respected sports clothing brands in Finland. Its main market is in Finland, yet approximately 20 per cent of its turnover derives from exports. The company's 2008 turnover was €29 million, and it employs 65 people. Halti is the official outfitter of the International Ski Federation (FIS), the Finnish Olympic Committee, the Finnish Alpine Teams and the Canadian Cross-Country National Team, among other engagements. For more information, please visit [www.halti.com](http://www.halti.com).

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