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FOR IMMEDIATE RELEASE

FIS/POLAR MEDIA INFO

Polar named Official FIS Timing Partner for Cross-Country Skiing

Oberhofen (SUI)/Kemppele (FIN), 20th November, 2008/-- The International Ski Federation (FIS) and Polar Electro Oy, the pioneer and leader of heart rate training systems, have announced a new cooperation whereby Polar will become the "Official FIS Timing Partner for Cross-Country Skiing" and the "Official Heart Rate Training Computer Partner for the FIS Nordic Combined World Cup." The agreement is effective immediately and will cover all events within these FIS disciplines during three seasons from 2008/2009 to and including 2010/2011.

Based on the positive experiences last season, both parties were very pleased with the first year of cooperation and decided to extend the agreement initially established for one season. Cooperation has been deepened to contain timing partnership in Cross-Country Skiing and official heart rate training computer partner status in Nordic Combined for the three-year contract period. Through Cross-Country Skiing and Nordic Combined, FIS and Polar will bring innovative heart rate measurement to TV broadcasts, delivering deeper content for the viewers to better understand and enjoy the sports.

Under the agreement, Polar will bring its long-term experience in heart rate monitoring and exercise physiology to the world of Cross-Country Skiing and Nordic Combined in order to further develop the interest in these sports. Polar and heart rate-based exercise guidance are, and have been for many years, a core element of athlete performance training.

Using Polar's advanced telemetry solutions, the two partners will work together to collect and distribute this athlete specific performance data to the TV audiences in a simple and easy to understand format. Toni Roponen, Sports Marketing Manager, Polar Electro, explained: "Live heart rate data provides TV viewers with important information on the performance of the athletes. It is an extremely valuable tool for creating insights that enhance the understanding of the physical demands of the sport. Basically, it clarifies why someone is successful in a competition."

"We are pleased to continue to cooperate with Polar, one of the leading providers of advanced training tools for Cross-Country and Nordic Combined athletes world-wide," said FIS President Gian Franco Kasper. "FIS is always open to finding new ways to present our sports better and enhance the value to our TV viewers. The inclusion of interesting details provided in a user-friendly manner helps the audiences to better understand the sport overall and especially the developments in a particular race."

“Polar wants to be closely involved with the practical sports life. Cooperation with FIS offers great opportunities to express this commitment, because Cross-Country skiers have benefited of using Polar products for a long time,” commented Sari Säynäjäkangas, CEO of Polar Electro. “I am most pleased with this cooperation, because of our company’s heritage in Cross-Country Skiing. It is one of the hardest disciplines, and the meaning of heart rate is significant for both Polar and FIS.”

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About Polar

Polar has been pioneering a revolution in training and leading the heart rate monitoring category with original thinking and innovative products. With over 30 years of experience, Polar is the global leader in providing training technology and solutions with true passion and personality for those who seek fitness and sports performance. For more information please visit www.polar.fi.

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, 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.

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