



---

28<sup>th</sup> November, 2008

FOR IMMEDIATE RELEASE

## **FIS / RICOH MEDIA INFO**

### **Ricoh extends partnership with FIS Nordic disciplines**

---

Oberhofen (SUI)/London (GBR), 28<sup>th</sup> November, 2008/-- The International Ski Federation (FIS), Ricoh and marketing agency WIGE Event have agreed an extension of the ten-year partnership for three additional seasons up to and including 2010/2011. Ricoh, a global leader in digital office solutions, has supported the FIS World Cups in the Nordic disciplines since 1998 as the official data service provider and brought a high level of innovative technology to the competition results and information services. Ricoh has been partnering together with WIGE with FIS Ski Jumping since 1998 and with Cross-Country and Nordic Combined since 2007.

Ricoh believes that, just like every successful business, behind every sporting success there is a team making every achievement possible. Winning takes commitment, insight and a real team effort. Similarly behind every great event, there is a committed organization bringing expertise, unique values and support to make it happen. For this reason, Ricoh is delighted to play a part in the FIS events.

Ricoh is also known for its contributions to the protection of the environment, well-aligned with the values of the FIS Nordic sports which rely on the beauty of nature for much of their attractiveness. The company's environmental performance goals include minimizing the environmental impact of all products, services and activities which includes reducing the power consumption of products, recycling, pollution reduction and the support of an environmental management system that explores every opportunity to conduct business in ways that benefit and protect the world we all live in.

“At Ricoh we don’t just understand team ethos”, explains Javier Diez-Aguirre, Corporate Communications Director, Ricoh Europe, “it is at the very core of everything we do – ensuring that not only do we always understand the demands placed on businesses but as part of their team we have a unique understanding that helps to give them the winning edge.”

Looking forward to a continuing partnership and especially the enhanced future sponsorship activation plans, FIS President Gian Franco Kasper stated: "Ricoh is an ideal partner for the FIS World Cups in Ski Jumping, Cross-Country and Nordic Combined, all of which are traditional yet dynamic and exciting sports. We would like to acknowledge the contribution of Ricoh for the past decade and sincerely look forward to

developing the partnership into the future." He added: "The support of WIGE Event is also much appreciated, especially in the activation of Ricoh's rights and significant engagement over the years to nurture the partnership between FIS and Ricoh."

\* \* \*

#### **About Ricoh**

Ricoh Europe PLC is the EMEA Headquarters of Ricoh Company Ltd., the leading global manufacturer of office equipment, located in London, United Kingdom and Amstelveen, the Netherlands. Ricoh's EMEA operations comprise 35 sales subsidiaries and affiliates. In the fiscal year ended 31 March 2008, revenues from Ricoh's EMEA operations totalled over ¥ 603.2 Billion accounting for 27.2% of the company's global revenues. Ricoh's worldwide sales increased by 7.3% totalling ¥ 2,219.9 billion (\$ 22.2 billion).  
[www.ricoh-europe.com](http://www.ricoh-europe.com)

#### **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](http://www.fis-ski.com) .

#### **About WIGE Event**

WIGE Event GmbH is a 100% daughter of WIGE MEDIA AG, one of Germany's leading Media Companies. Sportmarketing is part of the core competences of WIGE Event beneath the business fields of Sport Hospitality, Events and Incentives.  
[www.wige-event.de](http://www.wige-event.de)

\* \* \*

For further information, please contact:

For FIS, Niklas Carlsson, FIS Event and Sponsorship Manager, on tel. +41 79 6822042 or e-mail [carlsson@fisski.com](mailto:carlsson@fisski.com)

For Ricoh Europe PLC, Janice Gibson, on tel. +44 20 7465 1153 or e-mail [press@ricoh-europe.com](mailto:press@ricoh-europe.com)

For WIGE Event GmbH, Matthias Wurm , Member of the Management, on tel. +49 221 78877 502 or e-mail [wurm.m@wige.de](mailto:wurm.m@wige.de)