

Press Release

FIS launches new fan websites for Alpine Skiing and Snowboarding

Zug / Oberhofen, Switzerland, 14 November 2008 – In a move to provide more targeted and fan oriented services, the International Ski Federation (FIS) has launched two new websites for followers of Alpine Skiing and Snowboarding, with a third site, focused on Ski Jumping, to follow at the end of November.

The new websites are focused on the Audi FIS Alpine Ski World Cup at www.fisalpineworldcup.com and the LG Snowboard FIS World Cup at www.fissnowboardworldcup.com, with www.fisskijumpingworldcup.com poised to tell the story of the FIS Ski Jumping World Cup series.

In creating the websites, FIS has worked with its marketing consultant, the international sports marketing company Infront Sports & Media through its dedicated competence centre for the distribution of new media sports rights, Infront Advanced Media Solutions.

Exclusive content focusing on the stars

The goal of these new fan websites is to provide a year-round service to fans of these Olympic sports, as well as delivering background information for the media. They will focus in particular on the athletes, offering detailed profiles, behind-the-scenes reports, blogs and lifestyle information about the stars of the sport.

The sites will also feature in-depth race, news and behind the scenes coverage from the FIS World Cup competitions and information on the venues, as well as a FIS World Cup "Wall of Fame". Most of the content will be exclusively created (both text and video).

Live streaming coverage

Live streaming coverage of most of the competitions will be available on the new websites. Starting with the Audi FIS Alpine Ski World Cup this weekend in Levi, Finland, live streaming will be available for the bib draw and prize giving ceremonies (Friday, 15 November and Saturday, 16 November 2008, at 5:45pm CET).

Users can access the premium service for all featured disciplines for an annual subscription of 39 Euro covering close to 150 single events. Access will be only geo-blocked in a few countries where conflicting media license agreements are in place. Race coverage can be viewed for free on demand 72 hours after the competition.

Special features will be added to the websites to support active, long term commercial partners, including sponsors. They will also showcase FIS initiatives in the promotion of the sport, such as "Bring Children to the Snow" and non-profit partnerships such as that with the "Right to Play" humanitarian organisation.

FIS will retain its traditional website as the institutional site for the federation.

Relevant services for a younger audience

Sarah Lewis, General Secretary of FIS said: "FIS - as part of its ongoing promotion and development of skiing - is working on ways to bring these sports to new fans, as well as making them even more interesting and accessible to existing fans and the

media. Like all sports, we are keen to provide services that are relevant to a younger audience and thus ensure our future growth.”

Bruno Marty, Executive Director Winter Sports for Infront, added: “We also want to provide a vehicle for important stakeholders of these two FIS World Cup series, including the ski racing industry, organising committees and host venues. They need to be able to reach their market with precision and accuracy.”

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.

About Infront Advanced Media Solutions

Infront Advanced Media Solutions, located in Milan, Italy, is the dedicated competence centre for the distribution of new media sports rights within Infront Sports & Media. As a one-stop-shop for producing, delivering, protecting and billing new media content, it helps its clients expose their events globally. The company produces a variety of new media services, including the official FIS Ski World Cup magazine programme, various discipline specific FIS World Cup websites, WorldSBK.com and Euroleague.tv. Soon, it will also launch InterChannel web, the first web TV focused on F.C. Internazionale.

- Ends -

For further information, please contact:

Jörg Polzer
Manager, Communication & PR
Infront Sports & Media AG
Tel. +41-41-723 15 15
Fax +41-41-723 15 16
press@infrontsports.com
www.infrontsports.com

Riikka Rakic
FIS Communications Manager
Tel. +41-79-64 34 281
Fax +41-33-244 61 71
rakic@fisski.ch
www.fis-ski.com