

Press Release
7th February 2010



Halti continues cooperation as major partner of FIS Alpine World Ski Championships presented by AUDI in Garmisch-Partenkirchen 2011

Halti will be the official clothing supplier and one of the main sponsors of the FIS Alpine World Ski Championships presented by AUDI to be held in Garmisch-Partenkirchen, Germany on 7–20 February 2011. The cooperation agreement will further strengthen Halti's investment in international product marketing and exports, and will enhance its close cooperation with the International Ski Federation (FIS). Cooperation with top sporting performers and a prominent presence at major championships have proved to be an effective marketing channel which guarantees visibility for the Halti brand in an ideal environment.

Boosting international media visibility is one of the key reasons for continuing cooperation. The visibility brought by the agreement will reinforce Halti's position in the Central European winter sports market and enhance cooperation with the sports distribution channel. According to FIS Secretary General **Sarah Lewis**, GAP2011 has the potential to become one of the most significant winter sports events ever to be held in Germany.

"The agreement also includes the provision of clothing for championship organisers and 1,200 volunteer workers. The dedication and hard work of the volunteers in all conditions is of prime importance for the success of the championships. For us the volunteers' satisfaction with our products is an important goal and source of inspiration, and in this way we will make our own contribution to ensuring that GAP2011 is a success. Another important group for us is the fans, to whom we promise to deliver a championship and outdoor experience to remember," says Halti's Chief Executive Officer **Martti Uusitalo**.

The championships at Garmisch-Partenkirchen will take place in the middle of a key market area for Halti, the German-speaking Alps. The founding of the Halti Active Wear GmbH subsidiary in Austria and Germany also means that the situation is now optimal from a commercial perspective. The Halti GAP2011 collection will come on sale to consumers in winter season 2010–2011. INTERSPORT Germany will be an exclusive retailer and shop for Halti GAP2011 Official Championship collection. Halti GAP2011 collection includes ski wear and various lines of apparel products under the Alpine World Ski Championships identity.

Halti was official clothing supplier for the first time at the Åre World Championships in 2007. Cooperation continued in Val d'Isère, France in 2009. Alongside the GAP2011 project, Halti is already looking towards Schladming, where the next FIS Alpine World Ski Championships will be held in 2013.

"Cooperation with Halti has been excellent ever since Halti came onto the scene in 2007 at the Alpine World Ski Championships in Åre and the Nordic World Ski Championships in Sapporo. We are continuing our cooperation in the same positive spirit. We are particularly delighted that FIS championship officials, such as members of judging panels, can also enjoy Halti's excellent products when attending to their duties around the world, for example right now in Vancouver," says International Ski Federation President **Gian-Franco Kasper**.

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Press material: www.halti.com/databank Username: ispopress, Password: welcometohalti

Halti, the Finnish market's leading outdoor clothing brand, is the clothing partner of the world's best skiers. Halti supplies clothing to the International Ski Federation, the Finnish Olympic and Alpine Ski Teams and the Alpine World Ski Championships. Halti's main market is in Finland, but the company is seeking growth in international market areas. In 2009 the company's turnover was EUR 27 million. The company has 65 employees.