



**FÉDÉRATION INTERNATIONALE DE SKI
INTERNATIONAL SKI FEDERATION
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FIS MEDIA INFO

GAP 2011 well-received by sponsors, Audi signs up as presenting sponsor

Oberhofen, 24th January 2010/--The FIS Alpine World Ski Championships 2011 in Garmisch-Partenkirchen (GER) have been well received in the international marketplace by sponsors and partners. With 13 months to go, four of the nine international sponsor packages for the FIS Alpine World Ski Championships 2011 have already been sold, with several others in advanced stages of negotiation.

As announced in Kitzbühel this weekend, Audi will be serving as the presenting sponsor of GAP 2011. Milka has recently agreed its engagement as one of the official sponsors, along with Halti, the official clothing supplier and official sponsor. Notably, each of these companies has made a long-term commitment extending until the 2013 FIS Alpine World Ski Championships in Schladming (AUT).

"FIS is pleased to see Audi continue its significant involvement in ski sport. Not only is Audi the title sponsor of the Audi FIS Ski World Cup since the 2002/2003 season and a major partner to eleven National Ski Associations, it's the presenting sponsor for the 2003, 2005, 2009 and now for the FIS Alpine World Ski Championships in 2011 as well as for the 2013 edition in Schladming," commented FIS President Gian Franco Kasper. "Returning to Germany for the first time since 1978, the FIS Alpine World Ski Championships in Garmisch-Partenkirchen will represent a major milestone for international ski racing. With Audi, Milka and Halti we are pleased to welcome three top names as partners for this important event. We look forward to further developing our relationships with each of these long-term supporters of international skiing until 2011, 2013 and beyond."

"The role of Presenting Sponsor at the World Championships perfectly fits our commitment as the name-giver to the Audi FIS Ski World Cup. We are already looking forward to thrilling competitions between the international top-caliber athletes under the symbol of the Four Rings." says Peter Schwarzenbauer, Member of the Management Board for Marketing and Sales of AUDI AG.

"Milka has its roots in the Alps and, as one of the most active sponsors of the FIS Ski World Cup, it is a perfect match to be part of the FIS Alpine World Ski Championships in Garmisch-Partenkirchen. We are glad to also sponsor the local hero Maria Riesch and by focusing on her, as well as on the other Milka Ski Stars, this international project is a great stage to bring the Milka experience to life," commented Thomas Hergge, Manager Milka Sponsoring & Events.

Ingolfur Hannesson, Head of Winter & Indoor Sports, at the European Broadcasting Union (EBU), holder of the TV and marketing rights, commented: "As presenting sponsor of the FIS World Ski Championships, Audi will be in the driving seat of our marketing plan. We are

delighted with their continuous firm commitment to skiing and the FIS Alpine World Ski Championships in particular. On this road to success Audi is surely leading the way."

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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.