

INTERNATIONAL SKI FEDERATION

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FOR IMMEDIATE RELEASE

FIS MEDIA INFO**FIS re-launches website for Sochi 2014 Olympic season**

The International Ski Federation (FIS) is pleased to announce the complete re-launch of its web site at www.fis-ski.com.

The entirely revamped web site provides a one-stop-shop, value-added experience for the fans of skiing and snowboarding. It brings together the FIS official results, data and live timing / scoring services at www.fis-ski.com with the rich editorial coverage offered by the different FIS discipline web sites at www.fisalpine.com, www.fiscrosscountry.com, www.fisskijumping.com, www.fisnordiccombined.com, www.fisfreestyle.com and www.fissnowboard.com.

"The launch of a new FIS web site was long overdue. This is an important step forward to better present and promote the sport of skiing while enhancing the services to our fans and main stakeholder groups from the membership to our partners and the global media," said FIS President Gian Franco Kasper.

The new site features a user-friendly layout that is responsive to the device from which the user is accessing it. Great emphasis has been placed on the ability to share various types of content, such as images and video as well as content created for FIS's various digital channels. One of the main features of the new face of FIS is a future-oriented infrastructure designed to keep pace with technological development and provide enhanced technical features and second screen offers.

The new website is ready for launch just in time for the start of the 2014 Olympic season, and will see its official launch at the Audi FIS Ski World Cup Opening in Soelden (AUT) on 25th October 2013.

The site was developed in partnership with deltatre, a Torino-based specialist in providing digital media, broadcast and backend services for the sports industry that works with the world's most important sports federations. It is part of FIS's new digital vision, which calls for FIS to be considered as the main online authority on competitive ski sports and the leading source of digital content on its disciplines by 2018.

Carlo Lisa, Director of Sales and Business Development at **deltatre**: “We have been working with the International Ski Federation in the past and we are thrilled to start a new challenging project with them. We are proud to support FIS promote their disciplines once again and happy to allow fans worldwide to experience their favorite winter sports through our multiplatform interactive solutions”.

About FIS

FIS is the governing body for international skiing and snowboarding, founded in 1924 during the first Olympic Games in Chamonix, France. Recognised by the International Olympic Committee (IOC), FIS manages the Olympic disciplines of Alpine Skiing, Cross-Country Skiing, Ski Jumping, Nordic Combined, Freestyle Skiing and Snowboarding, including setting the international competition rules. Through its 118 member nations, more than 6'500 FIS ski and snowboard competitions are staged annually. Specific initiatives are undertaken by FIS to promote snow activities as a healthy leisure recreation, notably for the young.

For more information, please visit www.fis-ski.com.

About deltatre:

There is a way to make sport events come to life for audiences everywhere. Using innovative technology, creativity and total commitment, the people at **deltatre** do exactly that. With staff in Torino, London, Manchester, Lausanne, Paris, Munich, New York, Portland and Sydney, **deltatre** has over 25 years' experience at the highest level of international sport. Always striving for the next level of interaction, we consider the future of global sport engagement to be multi-platform and social. Today, the greatest sport events on earth are more immersive, collaborative, and inclusive thanks to our cutting edge technologies. Sport fans become an active part of the event, connecting socially and sharing their passion, wherever they are. By harnessing our experience, technical skills and passion for sport, we are always one step ahead. www.deltatre.com or contact: sales@deltatre.com Follow us on Twitter: [@deltatre](https://twitter.com/deltatre)