

Press Release

Berlin, October 8, 2009

freestyle.berlin October 9–11, 2009 – Berlin-Tempelhof Airport

Premiere Loaded with Top Names

From October 9 through 11, the historic Berlin-Tempelhof Airport will once again provide the backdrop for some high flying. During the premiere of freestyle.berlin, the world's best athletes will be competing in two equivalent qualification starting lineups on Friday and Saturday. In the Snowboard, Freeski, and Skateboard categories, the athletes will be vying for a place in the finals on Sunday and a \$79,000 prize purse. The starting lineups were drawn today.

A spectacular start is guaranteed for the first-ever freestyle.berlin event, with favorite top-ranked riders such as Eero Ettala (FIN), Jon Olsson (SWE), and Sandro Dias (BRA) participating in the qualifications round on Friday. Without a doubt, the first high point of the event will take place on Saturday evening, when athletes from the four sports categories will go up against each other in the Ultimate Crossover Session. The Finals and Superfinals on Sunday will offer spectators an all-time highlight in terms of sporting events. Even the social and entertainment program surrounding freestyle.berlin promises a weekend nobody will want to miss. An entire armada of DJs and live bands from all over Europe, the latest and greatest from the freestyle sports scene, and afterparties on the grounds round out the awesome sports program. And because much of the spectator and competition area is covered, there's no chance bad weather will get in the way of the event.

Snowboard: Home-field advantage for three riders

Among the snowboarders, the winner of freestyle.ch Zurich 2009, Eero Ettala from Finland, will be challenging his competition. To start things off, two Germans, Ethan Morgan and Christoph Schmidt, will be competing on Friday. The third German snowboarder of the bunch, Elias Elhardt, will be putting his skills to the test on Saturday when he goes head-to-head with the third-place winner at freestyle.ch, Christian Haller (SUI). Will Morgan, Schmidt, and Elhardt be able to use their home-field advantage to make it to the Finals on Sunday?

Freeski: High-profile starting lineup

On Friday, the freeski competition will include a face-to-face match between Jon Olsson, the blond Swedish giant, and Richard Permin, the Swatch ProTeam rider from France. Who will succeed in winning over the judges with his technique and style? Sammy Carlson, freestyle.champ in Zurich, will also be a force to be reckoned with on Friday. And the star-studded event will continue on Saturday. American Simon Dumont, winner of the X-Games on the Big Air, will be a hard nut to crack for Germany's Benedikt Mayr.

Skateboard: Battle of the generations

On Friday, Sandro Dias, the superstar from Brazil, will demonstrate his aerial acrobatics. But this older-generation skateboarder might find himself threatened by Great Britain's Sam Beckett, just 17 years old. For sure, spectators will be cheering for skateboard pro Juergen Horwarth from Berlin on Saturday. A third-place winner in Zurich, he will be a serious competitor for Renton Millar (AUS), current leader of the World Cup ranking who is also set to compete on Saturday.

Swatch FMX Show with Mat Rebeaud and Busty Wolter

The FMX riders will be putting on a spectacular display during the Swatch FMX Show, which will take place several times during the event. Switzerland's Mat Rebeaud, third-place winner in Zurich, will amaze and astound the audience with his daring jumps. But for home-town matador Busty Wolter, breathtaking jumps will not be the only contribution to an outstanding show. Wolter is also in charge of designing the FMX course at freestyle.berlin and with his Dan Dryers band, he'll also get the crowd rockin' on Saturday evening from the roof of the Red Bull tour bus.

For more information and the complete starting list, visit www.freestyleberlin.de

Tickets are on sale before the event at www.freestyleberlin.de, www.eventim.de, and on the EVENTIM hotline at 01805 - 570 000 (0.14 €/min., cell phone rates may differ), as well as at all CTS Eventime ticket offices.

freestyle.ch

freestyle.ch first came to life on the grounds of Zurich's Landiwiese in 1995. Together with his team, its initiator and current OC President Erwin Flury sought to showcase the world of freestyle sports in the middle of the city. From the get-go, freestyle.ch aimed at providing a broad platform for the freestyle culture that combined freestyle sports contests with a freestyle industry fair. The fair has evolved over the years into the time-honoured "Label World" – an indispensable meeting platform for the industry and its customers. freestyle.ch's program of contests has always reflected the latest trends in the freestyle sports scene. Since 2003, a mix of snowboarding, freeskiing, FMXing and skateboarding has proved itself to be a winning combination at freestyle.ch. Alongside its regular program of contests, freestyle.ch has also developed show contest formats such as its «Ultimate Crossover Session», where the disciplines compete against one another in teams. In 2007, international concert acts were put on the freestyle.ch program. In addition to its sports highlights, label fair and concerts, freestyle.ch has also repeatedly served as a platform to non-commercial organizations running prevention campaigns aimed at youth. freestyle.ch also seeks to inject today's youth with a renewed enthusiasm for sports. Over 40,000 spectators visit freestyle.ch annually, its core group ranging between ages 14 – 28. From its early beginnings, freestyle.ch has evolved into the largest freestyle sports event in Europe, offering a combination of sports, music and lifestyle in one event. In 2009, the freestyle.ch format will venture across the Swiss border into Germany, to premiere its «freestyle.berlin» venue.

Swatch

Swatch, founded in 1983 by Nicolas G. Hayek and under the presidency today of Arlette-Elsa Emch, is a leading Swiss watch and jewelry maker and one of the world's most fashionable brands. Swatch is a member of the international Swatch Group of Biel/Bienne, Switzerland. The brand has been closely associated for many years with trendy lifestyle and popular sports, through its role as Official Timekeeper at competitive events, the introduction and development of Swatch Pro Teams, and through innovative products like the Swatch Snowpass System, a built-in access technology allowing Swatch watches to serve as ski passes at over 600 winter sports destinations around the world. On the occasion of the first edition of freestyle.berlin, Swatch will present its new Swatch Chrono Automatic Collection to the international press and media.

Program freestyle.berlin 2009

Friday, October 9, 2009

18.00 doors open
19.30 **Skateboard** qualification
20.00 **Freeski** qualification
21.30 **FMX** Show presented by Swatch
22.00 **Snowboard** qualification
23.00 Concert: **Warren Suicide, Electro-Punk (GER)**
afterwards **Party** until 04.00 (only 18 and over)
freestyle.berlin floor: **DJs Urban Knights (GBR)** presented by Swatch
Skullcandy floor: **Wax Wreckaz DJ Crew (AUT)** presented by Zimtstern

Label World 18.00 to 23.00

Saturday, October 10, 2009

11.00 doors open
14.00 **Skateboard** qualification
15.00 **Freeski** qualification
16.30 **FMX** Show presented by Swatch
17.00 **Snowboard** qualification
18.00 concert: **Twin Atlantic, alternativ (GBR)**
19.15 concert: **ricoloop, One-Man-Jam (GER)**
20.30 **The Ultimate Crossover Session:** Snowboard, Freeski, FMX, Skateboard
22.00 Concert: **Dan Dryers, Rock (GER)**
23.00 **Pirate Snowboard-Moviepremiere "Jolly Roger"** presented by Zimtstern
afterwards **Party** until 04.00 (only 18 and over)
freestyle.berlin floor: **DJs FRA DIAVOLO aka Totze&Teute from the Beatsteaks (GER)**
Skullcandy floor: **DJs Drifter & Mortensen (SUI)** presented by Zimtstern

Label World 11.00 to 23.00

Sunday, October 11, 2009

11.00 doors open
13.30 **Skateboard** final
14.15 **Freeski** final
15.15 **FMX** Show presented by Swatch
16.00 **Snowboard** final
17.00 **Superfinals:** Freeski, Skateboard, Snowboard
17.45 **FMX** Show presented by Swatch
18.00 **award ceremony** freestyle.champs

Label World 11.00 to 19.00

Event-DJs: DJ Moses, DJ El Mano, Wingman DJ Silvio

* subjects to change

freestyle.berlin 2009 – In short

Freestyle sports	Snowboard, Freeski, FMX and Skateboard			
Dates	October 9 -11, 2009			
Opening Hours	Friday	18:00 – 02:00		
	Saturday	11:00 – 02:00		
	Sunday	11:00 – 19:00		
Venue	Airport Berlin-Tempelhof, Germany			
Admission/ Advanced tickets		Adults	Students/Youth (10-16)	Children (10 and below) Family Ticket
	Friday	€ 12.-/9,-	€ 8.-/6,-*	free
	Saturday	€ 28.-/22,-	€ 22.-/16,-*	free
	Sunday	€ 18.-/14,-	€ 15.-/11,-*	free € 38,-/30,-*
	3-Day Pass	€ 50.-/40,-	€ 38.-/30,-*	free
Contests	International Invitational Contests for the «freestyle.champ» title: Snowboard Big Air; Freeski Big Air (40m high!) Dirt Jump, Skateboard Vertramp and FMX Show presented by Swatch The Ultimate Crossover Session: the king of air among all the snowboarders, freeskiers, FMX riders and skateboarders will be crowned «crossover.champ»			
Prize Money	Over \$79,000			
Party:	for free, over 18 years old, assorted floors			
Installations	Big Air Snowramp, FMX Dirt-Jump, Vertramp			
Sponsors	Swatch			
Partner	Red Bull, Air Berlin			
Mediapartner:	DSF, 104.6 RTL, Tip Berlin, MBM, Skiing, MotoX, Skateboard, Downdays, Sport2.de, Funsporting.de, Freecaster.tv, Method TV			
Organizers	fsi Marketing GmbH, Brunnenstrasse 196, 10119 Berlin			
Info	www.freestyleberlin.de (also Mediainfos/ Presspics) Tel: +41 (0)43 444 7 444, E-Mail: info@freestyleberlin.de			
Media Contact	Germany and International: radar Berlin, Monika Bocian, Tel: +49 (0)30 265 570 11 E-Mail: hello@radarberlin.de Switzerland: FAF AG, Maurus Strobel, Tel: +41 (0)43 444 7448 E-Mail: media@freestyleberlin.de			