

Media Release

Berlin, October 10, 2009

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

freestyle.berlin Off to a Great Start

In their attempt to secure a spot in the Finals, all the athletes offered loads of action during the premiere at Berlin-Tempelhof Airport. Top stars Sandro Dias, Jon Olsson, and Peetu Piiroinen delivered spectacular performances in their bid to qualify for the finals. Tomorrow (Saturday), the two qualification groups will take their places at the starting gates.

From the very start on the first evening, freestyle.berlin 2009 offered intense competition and a great show for spectators at the Berlin-Tempelhof Airport. The first qualification round lived up to expectations, providing thrills and spectacular performances. Friday was chock full of ultimate feats. And as an added attraction, the FMX riders at the Swatch FMX Show delivered a breathtaking performance, astonishing and amazing the crowd.

Le prince de la vert ramp

Twenty-four-year-old Jean Postec from France started things off with an arsenal of tricks including two clean 540s and a backside 360. The only contender to finish his run without a fall, Postec rightly assumed his place at the top of this qualification round. With a magnificent Kickflip 360, California-boy Alex Perelson earned himself a second place ranking, ahead of Sandro Dias. In his usual style, the Brazilian demonstrated some wicked jumps high above the vert ramp and an unbelievable catch that took spectators' breath away. Today's skateboard qualification will definitely make them hungry the crowd more.

Freeskiers with skill and coolness

The Big Air set the stage for a slope style competition: On each day of the qualifications, only 4 of 10 freeskiers will make it to Sunday's Final. The Swede Henrik Harlaut, winner of this year's European Open SST, was the clear winner in a well-earned victory. With his smooth Rodeo 900 Mute Japan Air was performed to perfection with a blend of quality and style. The 18-year-old won over both judges and spectators. American Sammy Carlson, freestyle.champ 2009 in Zurich took second place with his signature interpretation of a Double Cork 1080 Mute. Along with superstar Jon Olsson from Sweden and "Handsome Guy" TJ Schiller, these other two finalists are also among the favorites. Who their competitors in the Finals will be remains to be seen on Saturday.

Style abounds on the FMX Dirt Jump

The audience was in for a real treat on Friday. During the Swatch FMX Show, the FMX riders were able to show their stuff, without the scrutiny of the judges. The starters included three Germans, two of whom call Berlin home—Kai Haase, Stefan Bengs, and Sebastian "Busty" Wolter. Daniel Bodin from Sweden and Mat Rebeaud from Switzerland made it an international affair. A spectacular warm-up was followed by an even more spectacular show with high-flying performances that simply astounded the Berlin audience. Spectators were thrilled by Mat Rebeaud's backflip combinations, and all eyes were upon "old-school" Busty Wolter as he displayed his unmistakable style. It sure is a good thing the Swatch FMX Show is on the program again for both Saturday and Sunday!

Finns dominate the snowboarders

In the snowboard qualification, Finland's Peetu Piiroinen exhibited perfect mastery, his strong, high-level jumps proving why he earned this year's TTR World Champs title. With some fancy variations on the backside spin, he rocketed to first place. Following Piiroinen in second place was fellow countryman Eero Ettala, who was crowned champion two weeks ago in Zurich. Seventeen-year-old Sebastien Toutant, the third-ranked Canadian, amazed and astounded the audience, achieving the highest score in one run

with his ultra-high Double Cork Backside 1080. Swiss youngster Iouri Podladtchikov wowed the audience with his Double Backside Rodeo, taking fourth place. It was definitely snowboarding at its finest!

Two more days of freestyle spectacle

On Saturday evening, the most-loved contest will take place in the Freestyle Arena at Berlin-Tempelhof Airport. The "Crossover Session," an embodiment of the freestyle spirit in its purest form, will provide for a unique atmosphere in this place so steeped in history. Bringing together all the freestyle sports disciplines, this show contest will feature eight athletes from each sport vying for the "crossover.champ" title. Two weeks ago in Zurich, it was the snowboarder Iouri Podladtchikov from Switzerland who barely beat out the Brazilian vert ramp magician Sandro Dias for the title. The athletes are definitely on fire, and Saturday evening will be hot. Things will also be heating up on the music scene, with Twin Atlantic, ricoloop and Dan Dryers rockin' the stage. Another event to look forward to is the Afterparty until 4:00 AM on the freestyle.berlin floor, where the DJs FRA DIAVOLO aka Totze&Teute von den Beatsteaks will be working the turntables.

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

Tickets are on sale before the event at www.freestyleberlin.de or www.eventim.de, on the EVENTIM hotline at 01805 - 570 000 (0.14 €/min., cell phone rate may vary), and at all CTS Eventim ticket offices. Of course tickets can also be purchased at the door (a € 3 surcharge applies).

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
	3-Day Pass	€ 50.-/40,-	€ 38.-/30,-*	€ 38.-/30,-*
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			
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