

Media Release

Zurich, June 18, 2009

freestyle.berlin from October 9-11, 2009 – Europe's largest freestyle event celebrates its premiere in Berlin

freestyle.berlin: Ready for take-off at Berlin-Tempelhof Airport

They are back in flight! Just one year following its shutdown, freestyle birds of flight will soar the skies over Berlin Tempelhof Airport. Thanks to freestyle.ch and Swatch, major flight action is in store from October 9 -11 as freestyle.berlin takes off at Berlin Tempelhof Airport. freestyle.berlin will bring audiences the same awesome first-class contest action in snowboarding, freeskiing, FMXing and skateboarding in combination with the broad entertainment program freestyle.ch knows how to deliver.

Since 1995, freestyle.ch has been opening its doors at Zurich's Landiwiese to the global freestyle sports family, evolving over time into Europe's largest freestyle sports event. Coming up in October of this year, just two weeks following freestyle.ch's 15th annual bash, freestyle.berlin will celebrate its premiere at the not-to-be-topped historical Berlin Tempelhof Airport. «There couldn't be a better venue for freestyle.berlin than Berlin Tempelhof Airport. We are really excited to be able to celebrate the culture of freestyle not just once, but twice, this year in two of the greatest cities in Europe», says OC President Erwin Flury. During the second week of October, Berlin Tempelhof Airport will transform into a grand freestyle arena, setting the stage for the battle of the stars in snowboarding, freeskiing, FMXing and skateboarding as they attempt to seize the title – a guaranteed thrill for audiences! The incomparable Label World trade show and cutting-edge concerts in Zurich will also make their way to freestyle.berlin, rounding out its jam-packed, varied program.

Chance for revenge just two weeks following freestyle.ch

Just two short weeks following freestyle.ch, another showdown among the best of the best in the freestyle scene will have everyone on the edge of their seats in Berlin. On Friday and Saturday, 20 snowboarders and freeskiers, 8 FMXers and 12 skateboarders will take to the starting line in two equally rated qualifications to decide who's got a place in Sunday's finals. Crackling tension is guaranteed at the finals on Sunday. Some of these aces just might even manage a two-in-one, heading home with both a title in Zurich and in Berlin for 2009. The skies over Berlin Tempelhof Airport will be blazing Saturday evening as the legendary «Ultimate Crossover Session» calls for top athletes in the same discipline to band together as a team and give it a united all in order to take home the crossover.champ title for their discipline. Audiences in Berlin are in for the same roaring excitement that this contest always ignites in Zurich's crowds.

Label World – a meeting platform

Part and parcel to Zurich's event grounds, Label World will also set up shop in Berlin, enabling this exhibitors' trade show to extend its role in cultivating a one-on-one exchange between the freestyle sports industry and its customers. The whole spectrum of latest trends and developments in the freestyle sports industry will be laid out at freestyle.berlin's Label World, enabling visitors to get up to date and get into the action at one of the activity stands of their favorite brands.

A strong partner in Swatch

freestyle.berlin will be sponsored by SWATCH. This Swiss company enjoys a long history of engagement in freestyle sports. «Swatch is always on the look-out for interesting partnerships in extreme and action sports. freestyle.berlin and the innovative manner of defining freestyle is in keep with our brand's core values: constant innovation, a joy f life and positive provocation. We are thrilled about our partnership with freestyle.berlin», says Arlette-Elsa Emch, President of Swatch, Inc.

The event organizers are expecting up to 40,000 visitors to freestyle.berlin. The event will also be covered live-stream via the internet as well as on TV channels in over 180 countries around the world.

More information available at: www.freestyleberlin.de.

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-honored "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.

Founded in 1983 by Nicolas G. Hayek, SWATCH is one of today's leading Swiss jewelry and watch makers and one of the trendiest fashion brands in the world. The first SWATCH took the world by surprise with its provocative spirit, innovative design and phenomenal success. Always at the frontier of fashion, SWATCH continues to surprise and set the course with its annual set of four collections of innovative designs (Spring/Summer, Summer Sport, Fall/Winter, Winter Sport) as well as its special collections for Christmas, the Chinese New Year, Valentine's Day, Mother's Day and art. Its promotion of extreme sports (FMX, surfing, snowboarding, free skiing, BMX) and beach volleyball has enabled SWATCH to establish a strong presence in the world of sports.

Berlin Tourismus Marketing GmbH

Berlin Tourismus Marketing GmbH promotes Berlin as a tourist destination. The company is charged with promoting tourism, business traffic, trade fairs, conferences and congresses as well as Berlin's tourist information. It runs all related service and commercial operations and views itself as a service agency for tourism partners in the various markets as well as an active information broker for the travel industry and visitors to Berlin. Since 1993, *Berlin Tourismus Marketing GmbH* has been professionally marketing Berlin as a tourist destination – with great success. A key factor has been the promotion of the city as the «*Sportmetropole Berlin*» [Sports Metropolis Berlin]. Images like those from the 2006 Soccer World Championship not only help shape a positive image of the city, but also reveal a clear economical boost. According to the Chamber of Industry and Commerce, the Beach Volleyball World Championship in 2005 alone brought in approx. 30 million Euros in revenues. In addition to freestyle.berlin, a host of other major sports events are coming up in 2009, among them the IAAF Leichtathletik WM *Berlin* 2009™ [2009 Berlin Track and Field World Championship] from August 15 – 23, 2009 and the 36th Annual BERLIN MARATHON on September 26th.

BIM Berliner Immobilienmanagement GmbH

The BIM Berliner Immobilienmanagement GmbH (BIM) was established in 2003 as a 100% subsidiary of the city of Berlin. On behalf of the city of Berlin, this company manages a multitude of national real estate properties. Since November 1, 2008, BIM has held the additional function of agent on behalf the federation and city of Berlin for the former Berlin Tempelhof Airport. "freestyle.berlin has enabled us to attain a unique event for Berlin Tempelhof Airport. We look forward to a positive collaboration with FAF AG and are also pleased that the airport enjoys such an outstanding international reputation", says Sven Lemiss, the CEO of BIM. The leasing contract runs two years with the option of a three-year extension. It designates the use of the main hall as well as the area between the runway and gates, totaling 40,000 m². FAF AG is to rent the former airport grounds for 14-day periods on an annual basis.

2009 freestyle.berlin Program

Friday, October 9

18:00 Doors open
19:00 FMX Qualification
19:30 Skateboard Qualification
20:00 Freeski Qualification
21:00 Concert
22:00 Snowboard Qualification
23:00 End of program

Label World open till 23:00, **Bars and Restaurants** open till 02:00

Party from 23:00

Saturday, October 10

11:00 Doors open
14:00 Skateboard Qualification
15:00 Freeski Qualification
16:30 FMX Qualification
17:00 Snowboard Qualification
18:30 Concert
20:00 The Ultimate Crossover Session: Snowboard, Freeski, FMX, Skateboard
23:00 End of program

Label World open till 23:00, **Bars and Restaurants** open till 02:00

Party from 23:00

Sunday, October 11

11:00 Doors open
13:30 Skateboard Final
14:15 Freeski Final
15:15 FMX Final
16:00 Snowboard Final
17:00 Superfinals: Snowboard, Freeski, FMX, Skateboard
18:00 freestyle.champs awards ceremony
19:00 End of program

Label World open till 19:00, **Bars and Restaurants** open until 19:00

* Subject to modification

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 Berlin Tempelhof Airport, Berlin, Germany

Admission/

Advance tickets	Adults	Students/Children over 10	Children 10 and under	Family Ticket
Friday	€ 12.–	€ 8.–	free	
Saturday	€ 28.–	€ 22.–	free	
Sunday	€ 18.–	€ 15.–	free	€ 38
3 Day Pass	€ 50.–	€ 38.–	free	

Contests International Invitational Contests for the «freestyle.champ» title:
Snowboard Big Air; Freeski Big Air (new: 40m high!)
FMX (Freestyle Motocross) Dirt Jump and Skateboard Halfpipe
The Ultimate Crossover Session: the king of air among all the snowboarders, free skiers,
FMXers and skateboarders will be crowned «crossover.champ»

Prize Money Over US \$110,000

Installations Big Air Snowramp, FMX Dirt-Jump, Kingsize Halfpipe

Sponsors Swatch

Organizers FAF AG, Butzenstrasse 39, CH-8038 Zürich

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