

MEDIENINFORMATION. ALTENMARKT, 19.04.2010

FREESKIERS' NO1 CHOICE

▲ AFTER A LONG SEASON IT IS TIME TO LOOK BACK, AND THERE ARE FEW SPORTS THAT HAVE AS MANY ASPECTS TO REVIEW AS FREESKIING. BUT IN EVERY WHICH WAY YOU LOOK AT IT, ATOMIC IS **FREESKIING'S MOST SUCCESSFUL BRAND** IN 2009/10!

WINTER X GAMES XIV OLYMPIC GAMES OF ACTION SPORTS

The single most important event of the freeskiing season is the Winter X Games in Aspen, of course. For all action sports, an X Games Medal is the equivalent of a World Championship, if not Olympic Medal in the traditional disciplines. The competition in North America's most famous resort is accordingly fierce with all ski brands supporting their athletes as much as possible. 2010 all the effort paid off for ATOMIC, however. With five medals ATOMIC was the most successful ski brand among the men's ski competitions.

Results:

SkierX Men	1.) Chris del Bosco
	2.) Dave Duncan
Slopestyle Men	2.) Andreas Håtveit
Superpipe Men	2.) Jossi Wells
Big Air Men	3.) Elias Ambühl
	5.) Jossi Wells
SkierX Women	3.) Kelsey Serwa

WINTER DEW TOUR FREESKI COUNTRY USA

To understand how big freeskiing is, you have to look at the TV coverage. What alpine racing occupies in daily programs across Europe, modern freestyle skiing represents in North America: live coverage, previews, athlete portraits and extensive reviews with competent analysis. The Dew Tour, a combination of three major tournaments comparable to the grand slam in tennis, has extensive nation-wide live broadcasts in the US. Again, ATOMIC dominated the scene. Jossi Wells took the Superpipe Dew Cup but was topped by team mate Andreas Håtveit, who won the Dew Cup in Slopestyle and was named "Dew Tour Athlete of the Year". Elias Ambühl earned the "Dew Tour Break-through Athlete" title.

MEDIENINFORMATION. ALTENMARKT, 19.04.2010**Results:**

Slopestyle / Breckenridge	1.) Andreas Håtveit 5.) Elias Ambühl
Superpipe / Breckenridge	2.) Jossi Wells
Slopestyle / Snowbasin	2.) Andreas Håtveit 5.) Jossi Wells
Superpipe / Snowbasin	1.) Jossi Wells
Slopestyle / Mt. Snow	2.) Andreas Håtveit
Superpipe / Mt. Snow	5.) Jossi Wells
Slopestyle Overall	1.) Andreas Håtveit
Superpipe Overall	1.) Jossi Wells
“Athlete of the Year”	Andreas Håtveit
“Break-through Athlete of the Year”	Elias Ambühl

VIDEO AWARDS**THE FREESKIING OSCARS**

Movie awards are the accolade for all freeskiers who focus on video productions instead of contest results. The most important movie awards within the freeskiing scene are undoubtedly the “Powder Video Awards”, which are presented every year in Aspen during the X Games. It’s the biggest party of the season and highly anticipated by freeriders and freestylers alike. In 2010, the most acknowledged skier was Tim Durtschi, who collected two prizes at once. The ATOMIC rider was joined on stage by teammates Daron Rahlves and Sage Cattabriga-Alosa. Sage had collected third most votes in the “Reader Poll” of “Powder”, North America’s longest running freeski magazine.

The importance of awards in freeskiing can also be seen in the fact that one of the most prominent events of the season is entirely based on the award concept. The Jon Olsson Super Sessions (JOSS) gather 21 of the world’s best riders in the Scandinavian ski capitol of Åre, where seven teams have two weeks to produce the most impressive video clip. This year, Team Canada including ATOMIC team rider Ian Cosco won the battle in front of Team Norway, headed by nobody else than Andreas Håtveit.

Results:

PVA “Best Jib”	Tim Durtschi
PVA “Best Man-made Air”	Tim Durtschi
PVA “Best Line”	Daron Rahlves
“Powder – Skier of the Year”	3.) Sage Cattabriga-Alosa
JOSS “Best Video”	1.) Team Canada (including Ian Cosco) 2.) Team Norway (including Andreas Håtveit)

MEDIENINFORMATION. ALTENMARKT, 19.04.2010

AFP RANKINGS A SEASON WORTH OF EXCELLENCE

Despite all these important contests and awards, when asking the athletes themselves what counts most for them, the answer is consistency and respect among their peers. And nothing legitimates this more than a season-long ranking which includes all major competition results. What has been the FIS World Cup in racing since decades, was provided in freeskiing this season by the Association of Freeskiing Professionals (AFP) for the very first time. A ranking, split into three disciplines and including an overall category, that summarises the whole freeski calendar from the NZ Open in summer 2009 to the World Ski Invitational in Whistler this spring. Following his triumph at Stockholm's King Of Style big air in autumn and a final victory at the Jon Olsson Invitational (JOI), Andreas Håtveit tops the 2009/10 AFP Big Air Ranking, and he sits in third place of the Slopestyle list, too. Elias Ambühl collected a second place at the legendary freestyle.ch in Zürich and a third place at the JOI to finish fourth in the Big Air ranks. The grand AFP champion, however, is Jossi Wells. The ATOMIC rider from New Zealand not only takes the AFP Superpipe title following his impressive string of results, he also leads the overall ranking as he has collected victories in two disciplines, e.g. the Austrian Open Slopestyle title at Kitzsteinhorn in January. Thus, Jossi Wells is the official AFP Overall World Champion 2010! If another evidence of ATOMIC's dominance in freeskiing was needed, here it is.

Results:

AFP Overall Ranking Men	1.) Jossi Wells 5.) Andreas Håtveit
AFP Big Air Ranking Men	1.) Andreas Håtveit 4.) Elias Ambühl
AFP Slopestyle Ranking Men	3.) Andreas Håtveit 5.) Jossi Wells
AFP Halfpipe Ranking Men	1.) Jossi Wells
King Of Style / Stockholm Freestyle.ch / Zürich	1.) Andreas Håtveit 2.) Elias Ambühl 3.) Andreas Håtveit
Jon Olsson Invitational / Åre	1.) Andreas Håtveit 3.) Elias Ambühl
Austrian Freeski Open Men	1.) Jossi Wells
Austrian Freeski Open Women	2.) Eva Patscheider



ATOMICSNOW.COM

MEDIENINFORMATION. ALTENMARKT, 19.04.2010

ATOMIC: Passion, Innovation and Performance since 1955

ATOMIC manufactures products which are perfectly tailored for ski racers and freeskiers, cross-country skiers and backcountry skiers, beginners and World Champions alike. Every ATOMIC product is much more than the sum of its component parts, not only incorporating the know-how of creative experts, but also embodying the passion for skiing of each and every ATOMIC employee.

ATOMIC is based in Altenmarkt, in the heart of the Alps, where snow is always nearby and where each new idea can be tested right there and then, 365 days a year. Thanks to a combination of experience, innovation and passion, ATOMIC has been synonymous with winter and skiing since the company was founded in 1955.

ATOMIC is part of the Amer Sports Group.

Website: www.atomicsnow.com

For further information please contact Martin Steinbach, International Sports Marketing Manager for ATOMIC, through martin.steinbach@amersports.com.