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February 20, 2012

PRESS RELEASE 29th February, 2012

The Finnish Nordic Sports company ONE WAY and the French Ski Federation have decided to extend their cooperation as exclusive supplier for all Nordic teams until 2018

The Finnish Nordic Sports brand ONE WAY and the French Ski Federation FFS have started a successful cooperation for the exclusive supply of textiles and footwear for the Nordic Ski Teams 2 years ago.

The new designs and technical wear for the team has created a lot of attention for the French Nordic Teams.

Due to the successful and good cooperation both parties agreed to extend the cooperation in a long term contract until 2018.

ONE WAY will enlarge their development in supporting the French Nordic Ski Team with the newest standard and innovations for racing apparel and footwear.

The French Nordic team is today one of the most successful ski nation with the leader in the IBU Biathlon WC Martin Fourcade, the leader in the Nordic Combined WC Lamy Chapuis and many other athletes in the top ten rankings for all Nordic disciplines.

The French national team with their athletes will be core program of the ONE WAY marketing program.

We are proud being partner of one of the most successful and exciting Nordic Ski Team in the World.

For more information:

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Best regards,

Andreas Bennert,
CEO/ President
ONE WAY Sport OY
Vantaa/ Finland

ONE WAY Sport is a Finnish Nordic Sports brand founded 2004, with the headquarter in Vantaa/ Finland. The company has own operations today in Sweden, Germany, USA and China. The company has a distribution in 27 countries Worldwide with strong market share in Scandinavia, Central Europe and North America.

The product offer contains high performance products for Nordic Sports like carbon cross country poles, Nordic sports textiles for cross country, running and winter sports, Ski roller, Nordic sports eyewear, footwear for running, winter and outdoor activities, bag collection and accessories. ONE WAY will offer from 2012 a new benchmark in products around cross country skis and boots. The company vision is to be the authentic Nordic Sports brand with the most complete and exciting product offer for Nordic sports.



Andreas Bennert, CEO/ President ONE WAY Sport OY and Michel Vion, President FFS French Ski Federation

