

PRESS RELEASE

HOLMENKOL – about us

October 31, 2003

A short introduction to the Holmenkol product line-up for 03-04 winter season:

Hello to all! Thanks for taking the time to learn about the Holmenkol Sport Technology brand for wintersports.

A few facts about Holmenkol:

- World's Oldest Wax Brand, founded in 1922
- Based in Ditzengen (Stuttgart), Germany, with on-snow testing facilities in Norway & Austria (year round in Austria)
- World's 3rd largest wax brand
- Dedicated service Staff for Nordic World Cup & Biathlon team service, including Thomas Burman.
- Working directly with most major federations in Nordic & Biathlon to ensure winning results.
- Worldwide Product Management handled by Raik Deittrich, former Olympic Gold Medalist & 10 yrs. Chief of biathlon service for the DSV (Germany).
- The only major wax brand with an entirely different wax product line-up for nordic use – from basic hydrocarbon range thru overlays.
- All Holmenkol products that you can buy worldwide are the identical products that are used for national team service.
- Official Supplier to the USST, and virtually all other national federations.

Some information regarding the Holmenkol wax system:

- Holmenkol waxes are „*three dimensional*“, meaning they are adaptable for the snow temp., humidity of snow & air, PLUS the snow grain size & type. This gives the user the most accurate chance of having fast wax.
- Holmenkol waxes are engineered with a very wide temp range of use – because snow temp can easily change throughout the day and along the course. You will not find „narrow range“ waxes in our line-up.
- Holmenkol Fluor waxes can be adapted for the snow/air humidity easily with GW-25, the fluor additive. This allows the end user to carry 1 line of Fluor waxes and adapt the Fluor % for the specific dampness of the snow & air, rather than carrying many versions of the same wax.
- Holmenkol offers both traditional and Fluor based grips & kilsters. This allows the user to blend the grip zone in to the glide zone with Fluor grips/kilsters for the ultimate speed.

About Holmenkol tools:

- Holmenkol offers a full line of exception quality, professional grade tools.
- Our philosophy regarding tools & wax is simple – 1st test within, then with select WC servicemen, then offer those proven products to our customers.
- Holmenkol offers several highly unique tools for temporary base structuring, such as the Tri-Maxx. The Tri-Maxx enjoys near 100% use in WC Nordic, Biathlon, and Nordic Combined categories.

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About Holmenkol Racing Service Philosophy:

- Holmenkol is dedicated to bringing superb products, accurate information, and real results to our users.
- Holmenkol does not offer wax recommendations unless a Racing Service Team member is physically on site to do so. We believe that a wax recommendation has great bearing, and we will be present at many events to offer our racing service expertise. But you won't see a wax report from us if we are not there!
- We don't make claims as to what any professional servicemen used for wax in a win. Holmenkol values our relationships with all professional wax technicians worldwide, and we do not seek to make marketing hype from their tremendous efforts. We are content to know that many choose our products at the world's most elite levels.
- We're not trying to be the biggest, just the best!

Learning more about Holmenkol:

- Please see our new website, www.Holmenkol.us for lots of information on products, wax seminars, etc.
- Please examine our NEW wax charts at www.Holmenkol.us which are much easier to use & understand.
- Contact Uvex Sports, Inc. (exclusive distributor of Holmenkol) or John Dyste, Holmenkol US Nordic Racing Service

Thanks & have a terrific winter season!

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