



MEDIA RELEASE

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MOUNT10 AG to be Main Sponsor of Le Gruyère European Curling Championships 2010

Infront achieves early sell-out of the event's sponsorship inventory

Zug, Switzerland, 8 September 2010 – MOUNT10 AG, the Swiss-based online backup provider, is to be the Main Sponsor of the Le Gruyère European Curling Championships 2010, which will take place in Champéry, Switzerland, from 4 to 11 December this year. The agreement has been negotiated by Infront Sports & Media, whose marketing partnership with the World Curling Federation (WCF) commenced in May 2008. The new WCF marketing programme introduced by Infront has enhanced the appeal of key WCF properties, leading to an impressive, early sell-out of inventory.

This commitment to curling marks MOUNT10's first sport sponsorship involvement ever and was mainly driven by the great fit between the sport and the brand. Precision is what people associate with curling – and the same holds true for all online backup versions of MOUNT10. In addition, the strong public interest for curling in the current and future sales markets was a determining factor for this first sponsorship commitment.

Advice and support for maximal impact

Based on the one-year agreement, MOUNT10 will benefit from an attractive package of rights, including under ice advertising, perimeter boards, identification on scoreboards and dedicated screens. Besides attractive hospitality opportunities, a special curling introduction - led by 1998 Olympic Gold Medallist and current WCF Vice-President, Patrick Hürlimann - will be offered to VIP guests of MOUNT10. Infront has gone to special lengths to help MOUNT10 to develop an effective activation programme around this, its first sponsorship.

MOUNT10 completes the sponsor line-up for the European Championships with Le Gruyère as Title Sponsor, MOUNT10 as Main Sponsor and three Event Sponsors.

New marketing programme is a winner

Infront introduced the new WCF marketing programme in 2009, alongside a complete re-branding project for the WCF. The combined effect of a new hierarchy and strong, co-ordinated branding has optimised the visibility of sponsors and partners involved in curling, with highly successful results. The programme for the European Championships is fully sold-out; an impressive result that illustrates the care that Infront applies to the marketing of niche sports. In total, Infront has introduced seven new WCF partners (including strong brands such as Capital One and DB Schenker) over the last two years, whilst at the same time increasing television coverage of major WCF events. Viewing of the European Championships rose 43% between 2008 and 2009¹.

¹ Analysis conducted by Infront



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About MOUNT10 AG

MOUNT10 AG is the leading Swiss online backup provider. The modular service offering identifies all changes of your computer data in an efficient, automated and highly encrypted process. The data is then transferred via the Internet on a daily basis into the SWISS FORT KNOX – a unique underground data-centre inside the Swiss Alps. MOUNT10 is the ideal backup solution for individuals and companies - from SME's up to large international enterprises. Integral part of the offering is the constant verification of an uninterrupted, daily backup process.

About Infront Sports & Media

Infront Sports & Media, based in Zug, Switzerland, is one of the leading international sports marketing agencies in the world. The company has more than 500 employees across 24 offices in 10 countries and enjoys long-lasting partnerships with around 130 rights holders and hundreds of commercial partners.

About the WCF

The World Curling Federation (WCF) is the international sport federation governing the Olympic winter sport of curling and the Paralympic winter sport of wheelchair curling, with headquarters in Perth, Scotland. The WCF is one of the seven International Sports Federations currently part of the Winter Olympic programme. The WCF represents 46 Member Associations and is generally acknowledged to direct one of the fastest-growing international winter sports

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