

Slalom star Maria Riesch signs up for the 2009 Verbier High Five by Carlsberg

The line-up for this year's 'Verbier High Five by Carlsberg' received yet another great boost with today's announcement that Germany's slalom specialist, Maria Riesch - winner of this year's World Championships and World Cup in the Slalom discipline and 2nd in the overall World Cup, will compete with her best friend and overall World Cup winner Lindsey Vonn in Verbier on Saturday April 4.

As the High Five event has continued to grow over the last 9 years, it has seen a cast of stars of the past and present, but has never included skiers who are at the very beginning of their pro-careers showing promise to become stars of the future. To mark this 10th edition of the 'Verbier High Five by Carlsberg' three invitations have been extended. The Verbier High Five by Carlsberg will enable them to benefit from competitive racing tips from their peers.

The current round-up of our 2009 pro-skiers is:

Men: Didier Défago (SUI), Dider Cuche (SUI), Mattias Hargin (SWE), William Besse (SUI) and Edgar Grosperon (FRA); and
Women: Lindsey Vonn (US), Maria Riesch (GER), Julia Mancuso (US), Fränzi Aufdenblatten (SUI), Janette Hargin (SWE), Chemmy Alcott (GB) and Sylviane Berthod (SUI)

With these well known international names celebrating the end of the racing season in Verbier, television interest has increased substantially. To meet this demand the winter-sports TV production company "Hothouse Productions", will produce the host signal for the news and highlights programming that will be distributed worldwide by Germany's "Quattro Media" which focuses on the communication of quality sports and lifestyle events to a global TV client-base.

Carlsberg's International Sponsorship Director Keld Strudahl said: "This year's skiing season has had fantastic snow, an excellent World Championship and a really competitive World Cup. We are genuinely proud to be joined by so many of our good friends in the ski world. With these outstanding athletes and some great amateur skiers, we can all look forward to enjoying Verbier's late season skiing and after-ski fun".

The 'Verbier High Five by Carlsberg' will be held once again in the famous Swiss resort on April 4 2009. It is open to anyone over 18 years old and can contest a maximum of 300 participants - of which over a 100 have already subscribed via www.verbierhighfivebycarlsberg.com.

Contacts:

Media Relations:

Sidsel Geisler Andersen

+45 3327 1564

The Carlsberg Group is one of the leading brewery groups in the world, with a large portfolio of beer and soft drinks brands. Its flagship brand – Carlsberg – is one of the fastest growing and best-known beer brands in the world. More than 45,000 people work for the Carlsberg Group, and its products are sold in more than 150 markets. In 2008 the Carlsberg Group sold more than 120 million hectolitres of beer, which is about 100 million bottles of beer a day. Find out more at www.carlsberggroup.com.

For further information:

Verbier High Five by Carlsberg:

www.verbierhighfivebycarlsberg.com

Hot House Productions:

www.hothouse-productions.com

Quattro Media:

www.4msports.com