



Press release

18 March 2011

Alberto Tomba, Erik Guay, Justin Murisier, Fränzi Aufdenblatten, Federica Brignone et Edgar Grospron confirm their presence at Verbier on 2 April.

They will join the stars already announced: Didier Cuche, Didier Défago, Chemmy Alcott and Luc Alphand.

Verbier, 17 March 2011. There will be many famous people in Verbier on 2nd April and, as normal, this ski resort will be the place to be; the place to party. The best skiers on the pro circuit will be there for the 12th edition of the Verbier High Five by Carlsberg. The following athletes have confirmed their presence:

Erik Guay, from Canada. The recently crowned downhill World Champion at Garmisch Partenkirchen, will be present for the first time and is greatly looking forward to coming to this resort in the Bagnes commune. His participation will give pleasure to his many fans

Justin Murisier, coming from the Swiss commune of Bagnes in which Verbier lies, Justin decided he could not miss this grand skiing celebration and wanted to make his mark on the last skiing event of the season.

Fränzi Aufdenblatten, this will be the third appearance of the Zermatt skier. Her friendly personality always brings warmth to the slopes and to Chalet Carlsberg.

Federica Brignone, the daughter of Italian Maria Rosa Quario, has just won the silver medal at the World Championships Giant Slalom in Garmisch Partenkirchen

Alberto Tomba «guest star »

Another first for the 2011 Verbier High Five by Carlsberg, is the presence of Alberto Tomba. This living legend from Bologna, Italy, whose medal count includes three Olympic golds and two World Championship golds, will be one of Carlsberg's Friends. He will contribute his

characteristic humour to the day's activities. Alberto will be joined by Edgar Grospron, the "Albertville Gold" moguls skier from France and who skied at the very first High Five, back in 2000.

These six new names have been added to those already announced in February:

Didier Cuche, will be present in Verbier for the 5th time. This Swiss downhill skier, who has just announced that he will continue for another year, has had yet another incredible season. He took the World Cup downhill globe, won the Kitzbuehel downhill for the 4th time and got the silver at the Garmisch World Championships. Didier always enjoys the High Five in Verbier because it gives him the chance to meet his fans and take part in the event's friendly competition.

All these athletes will be accompanied by « Carlsberg Friends ». Alongside "La Bomba", will be France's **Luc Alphand** (10th participation) and who will race all the High Five disciplines; the Swiss downhiller, **Didier Défago** (7^{ème} participation); and the effervescent British **Chemmy Alcott** (5^{ème} participation). Due to injury, all of these skiers have been unable to race competitively this year, but are fit enough for the party! The «Carlsberg's Friends» are more like ambassadors of the Verbier High Five by Carlsberg and will be there to take part in the fun and celebrations.

The celebration of skiing

Do not hesitate to register for this great celebration of the end of the pro-racing ski season. It always takes place in a friendly atmosphere and gives the public the chance to meet their heroes.

The High Five programme commences with the Opening Party and presentation of the Pros, on Friday 1st April at 17:30 on the Place Centrale. Then, on Saturday at 10:00, the racing starts (Giant Slalom, Speed, Skiercross, Triathlon and Parallel Slalom). This gives the public the opportunity to rub shoulders with the Pros, and then the best of the amateurs get to make up a Pro-Am team for the Parallel Slalom. After the awards, the "After-ski" party begins in Verbier's Pub Mont Fort, where pros and public can enjoy some well-earned Carlsberg beer.

To close the 2011 Verbier High Five by Carlsberg, the pros will attend a «Charity Night» dinner for the benefit of "Right To Play".

Registration is open on site: www.verbierhighfivebycarlsberg.com.

For more information, photos and the programme, see www.verbierhighfivebycarlsberg.com or contact pascal.vuistiner@verbierhighfivebycarlsberg.com / +41 79 375 53 75.