

MAGNESTICK® is a revolutionary concept that was tested last winter for the first time in Courchevel. It is now installed throughout the 3 Vallées ski area.

#### The 3 Vallées: 6 chairlifts equipped

On top of the PRALONG chairlift equipped in Courchevel 1850 in 2007/2008, five new lifts will be equipped with the Magnestick® system this winter 2008/2009. The SIGNAL chairlift in Courchevel 1650, the DOU DES LANCHES in La Tania and the AROLLES, COMBES and CHATELET chairlifts in Méribel-Mottaret.

These 6 ski lifts are especially used by children and for ski school lessons. They will ensure parents and children have a stress-free holiday.

In Méribel-Mottaret, a special 'mini-p@s' skipass has been created to provide access to this area that is particularly suited to children (adapted ski lifts and slopes).

#### The ESF in the 3 Vallées: 1000 Magnestick® back protectors

The five ESF (French ski schools) in Courchevel, la Tania and Méribel-Mottaret provide children having lessons at 2<sup>nd</sup> or 3<sup>rd</sup> 'étoile' level with CE-approved Magnestick® back protectors putting an end to standard vests.

The SNMSF (French ski instructor association) is to become an active Magnestick® partner by participating in the development of this system. Leaders in ski instruction, French ski schools (ESF) want to make back protectors the norm over time, as is the case with helmets.

#### Rossignol: first Magnestick® distributor

Rossignol develops, manufactures and distributes the Magnestick® back protector. Several mainstream models will appear in the 2009 Rossignol catalogue. All skiers will be able to hire or buy this protector in sport shops that sell Rossignol products as of summer 2009.

#### New partners

Mondial Assistance, Gras Savoye and the Caisse d'Épargne Rhône Alpes are Magnestick® partners.

Discussions are underway as to how each partner is to actively contribute.

#### Technological advance: Magnestick® to be installed on a fixed-grip chairlift

A fixed-grip chairlift is going to be equipped this winter as a world premier in Méribel-Mottaret. Although the magnet system used is identical to the one used for detachable chairlifts, the automatic deactivation system on arrival has been adapted to this type of chairlift which accounts for 50% of the total chairlifts in the area.

#### A marketing entity for Magnestick®

The company SOMMITAL has been created to handle the development, marketing and distribution of the Magnestick® system. SOMMITAL owns the exclusive license for marketing Magnestick® worldwide.

#### MAGNESTICK® FIGURES:

Number of chairlifts equipped in the 3 Vallées: 6 chairlifts or 470 carriers (including one fixed-grip chairlift).

Number of back protectors in use: 1000 back protectors are used every day during ESF lessons in the 3 Vallées.

Cost of equipping a chairlift: about 2% of the retail price of a new chairlift.

Cost of a back protector: estimated cost for basic version: 50 euros (rental price unknown).

Weight of a Magnestick® back protector: 200g (approx.).

Pulling force of magnet: 90 kg.

