



ONE WAY Sport OY
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FOR IMMEDIATE RELEASE

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ONE WAY signs a long-term agreement with the CHINESE SKI ASSOCIATION for all Nordic disciplines and Biathlon.

Beijing is the favorite candidate to host the Winter Olympic Games 2022 to be decided in 2015 by the Olympic Committee.

ONE WAY Sport OY has signed an exclusive long-term agreement with the Chinese Ski Association as exclusive partner and official supplier for textiles and additional ski equipment. All Nordic teams - Cross country, Nordic Combined, Ski jumping and Biathlon - will use OW products starting already from the upcoming 2014/2015 season.

“**The Chinese Ski Association** is a natural fit for the ONE WAY brand due to our strong cooperation with the leading Chinese sports brand **361 Sports**. The National Team will be part of our brand marketing concept in the Chinese market and will support the launch of all new ONE WAY brand stores in China” says **Andreas Bennert, CEO of ONE WAY Sport OY, Finland**.

ONE WAY will extend their development in supporting the Chinese Ski Association and the Nordic teams with the newest standards and innovations in racing apparel and ski equipment.

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ONE WAY Sport is the International Sponsor for the FIS Nordic Ski World Championships in Falun 2015 and Lahti 2017.



About ONE WAY Sport OY:

ONE WAY Sport is a Finnish Nordic Sports brand founded 2004, with the headquarters in Vantaa/ Finland. The company has own operations today in Sweden, Germany, USA and China. The company has a distribution in 27 countries Worldwide with strong market share in Scandinavia, Central Europe and North America.

The product offer contains high performance products for Cycling, Running and Nordic Sports like carbon cross country skis, boots, carbon poles, Nordic sports textiles for cross country, running and winter sports, Ski roller, Nordic sports eyewear, footwear for running, winter and outdoor activities, bag collection and accessories. The company vision is to be the authentic sports brand with the most complete and exciting product offer for Nordic sports and Cycling.

