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AFRIKA SKI RACE

2003

PURE DESIRE FOR SPORT

sharm el sheikh

3RD / 4TH / 5TH SEPTEMBER



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press release



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SKI-ROLL IN AFRICA!

Ski-rolling in Africa? It could seem a joke, but what once appeared as a mere journalistic scoop will become a reality starting from September 2003.

The original idea has been realised by a group of professionals dealing with cross-country skiing, who decided to combine the opportunity to ski roll in a unique environment, to train for the winter season and, why not, to spend a week (or more) of vacation with the family and friends in one of the most prestigious tourist villages of the Red Sea.

This is how a ski-rolling event in Egypt was born, right on the shores of the Red Sea. There are three races scheduled, which are good for agonists and amateurs as well, wishing to make an unusual experience that combines training and relax.....

The Afrika Ski Race will take place in Sharm El Sheik and more precisely in the tourist village Domina Coral Bay Village & Resort, a real pearl of hospitality that will offer an unforgettable stay to all its guests. The grand tourist complex, realised in full respect of the nature and with particular attention for the environmental protection, offers to its guests an exclusive 2 km-beach and an intact coral reef. There are 1,200 rooms divided into twelve different units, all cosy and comfortable and perfectly fitted to guarantee a relaxing stay. The village has three floating swimming pools in the sea, created to safeguard the coral reef and to enable the access to the sea; a salted lake, a sort of small Red Sea on the land; seven restaurants; a casino; several cafés; shops and workshops; a supermarket; two amphitheatres for the night shows; entertainment programme; sports infrastructures; fitness centre and diving centre, with private dock and moon pool.

As far as the race is concerned, the tracks have been studied by the organising committee with the collaboration of four skiers of the Italian cross-country skiing national team. First of all, Cristian Zorzi, who won two medals at the last Olympic games in Salt Lake City, and then Fabio Santus, Magda Genuin and Arianna Follis.

Their commitment initially was that of testing the track, but their stay on the Red Sea soon became a fruitful training period, which culminated with a relaxing bath in the crystal clear waters of the Red Sea in the village Coral Bay.

The opportunity of joining sports and relax is actually the main attraction of the Africa Ski race, which intends to become a fixed autumnal race.

Obviously, the testing period gave also the opportunity to test the materials employed by the athletes. The company Ski Skett has actually tested its materials, which will have to resist to the high temperatures of the Red Sea, and of Sharm El Sheik in particular, a privileged holiday destination for thousands of people from all over the world.

The organisers will put forward special offers for the athletes taking part to the races and for their friends and families: an opportunity not to be missed.



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AFRICA SKIRACE: RELAX AND SPORT

The Afrika Ski Race for someone will represent the opportunity to spend a few relaxing days on the sea shores, in one of the most prestigious tourist resorts of the Red Sea; for others it will offer the chance to make a fruitful training with ski rolls before the cross-country skiing winter season; but for most athletes, it will be a real competition.

There are three races scheduled, from September 03 to September 05, 2003: a mid-distance skating race of 28,5 km, a night sprint race and an "American" competition.

The first race will start in Naama Bay, an elegant and lively town not far from Coral Bay that will be reached thanks to the transport means put at the disposal of athletes by the organisation. From Naama Bay the track goes to Sharm El Sheik, then back to Naama Bay, along the main street, and finally reaches Coral Bay Resort & Casino. Inside the village (that has an overall surface of over 2 millions sq.m), there is a well-constructed 5 km track, with continues ups and downs that will certainly make the difference for the final ranking.

The sprint race, both for men and ladies, will take place on the 5th of September by night in fantastic scenery along the main street of Naama Bay. The main street is visited every night by thousands of tourists going to the myriad of small characteristic shops. After the race there will be the opportunity to spend an exciting night in one of the many nightclubs of the typically Egyptian town, to celebrate the victory or to forget about the defeat.

The knockout competition will take place inside the village Coral Bay, a real pearl of hospitality, immersed in a rich vegetation and full of flowers, with beautiful colours and intense fragrances. The village has a typically Moresque architecture and offers an impressive view on the sea. The race will take place by night along a short track, right at the entrance of the village. The track is rather flat but not so easy, and it will certainly offer a great show. The track is completely asphalted and the organising committee will provide the services necessary for this kind of sporting event. The competitors will obviously come from all over the world and the organisers have already established important links with several European tour operators. There will certainly be charter flights from Russia, Estonia and Scandinavia, and other contacts are currently being established to get flights from other European cities.

The participation to the race is free for all those who book the flight with Prima Classe, the tour operator that organises the event together with the company Marketing Communication. In Coral Bay there will also be other competitions, such as a long-distance bike race, a mountain bike race, a half-marathon, a golf tournament and several others.



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COMPETITION RULES

1. MARKETING COMMUNICATION and SHARM EL SHEIKH SKI CLUB promote and organise a ski rolling competition called **AFRIKA SKI RACE** (in short ASR); the seat of ASR is in Milan – Via G. Ripamonti n° 3.

2. ASR is divided into three different competitions, each independent from the others:
 - a. The first race consists in a mid-distance skating ski rolling competitions on a mixed track:
 - length Km 28.5
 - date: Wednesday September 3, 2003
 - starting time 5.00 p.m.The track is completely asphalted and closed to the traffic; the race starts from Naama Bay, then goes to Sharm El Sheikh, back again to Naama Bay and finally to the village Domina Coral Bay Resort & Casino, where 5 more km will be run to reach the finishing line.
 - b. The second competition consists in a ski rolling knockout sprint race – two out of 3 challenges starting from the 32nd qualifying heats – that will take place in the main street of Naama Bay
 - length 250 m.
 - date Thursday September 4, 2003
 - starting time of the final 10.00 p.m.The final races will include 64 competitors who will accede to the finals through the qualifying heats held in the morning.
 - c. The third competition consists in an “American” ski rolling race:
 - Circuit length 750 m.
 - date Friday September 5, 2003,
 - starting time 5.00 p.m.The race will be held inside the Domina Coral Bay Resort & Casino with qualifying heats decided by extraction. The winners of each round will accede to the final. At each round and for the final, the race judges will inform competitors about the number of laps that must be completed and when the competitors will be eliminated.

3. Each competition will have a winner for every men and ladies category admitted; the **first three athletes of each category** will receive a prize.



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The prizes include :

- A gold medal for the first classified athlete
- A silver medal for the second classified athlete
- A bronze medal for the third classified athlete

Further prizes will be given to the first 3 classified athletes.

Every competitor who comes to the end of the race/s will receive a medal and a diploma. The Organising Committee reserves the right to add prizes and/or award special prizes.

4. The **Trophy AFRIKA SKI RACE** will be awarded to the best-classified athlete in the 3 competitions for each category; the second and third best-classified athletes will also receive a prize.

5. **Admitted categories** are:

SKATING MID-DISTANCE RACE

- Ladies and Men, born in 1993/94
- Ladies and Men, born in 1991/92
- Ladies and Men, born in 1989/90
- Ladies and Men, born in 1986/87/88
- Junior Ladies and Men, born in 1983/84/85
- Senior Ladies born in 1982 and previous years
- Senior Men born from 1982 to 1963
- Master 1 born from 1962 to 1953
- Master 2 born 1952 and previous years

SKI ROLL SPRINT RACE

- Junior Men and Ladies born from 1983 to 1988
- Senior Men and Ladies born in 1982 and previous years

"AMERICAN" RACE

- Junior Men and Ladies born from 1983 to 1988
- Senior Men and Ladies born in 1982 and previous years



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6. AFRIKA SKI RACE complies with the R.T.F. rules of FIS for ski rolling competitions.
7. The organising committee will appoint the judges of ASR; there will be international judges and representatives of the organising committee.
8. The ranking lists of each competition will be drawn immediately after the end of the race and posted for the public; claims must be submitted in the form established by R.T.F. of Fis within 30 minutes after the publication of ranking lists, together with € 30,00, that will be given back if the claim is accepted.
9. **Entrance submission** are strictly personal; a entrance form must therefore be filled in and sent by mail, fax or e-mail to the following addresses:
AFRIKA SKI RACE
Via G. Ripamonti, 3 – 20136 Milano
Fax +390258312623
e-mail: info@afrikaskirace.com
Entrance submission are considered valid if:
 - The relevant form is fully filled in
 - The entrance fee is paid; a payment receipt must be enclosed (or if the submission is presented directly by a company belonging to the group Domina Vacanze or an authorised company)
 - A passport photocopy is enclosed (validity at least up to 31.12.2003).To take part to the race a **medical certification** is required, certifying the physical fitness for sports activity; if a competitor does not have the certification, he/she can get one in Sharm El Sheik by the race doctor.
10. The **entrance fee** is € 75,00 and includes:
 - Entrance to all competitions
 - Race insurance for injuries and repatriation and third-party reliability (require the relevant form with the limits of liability; additional insurance policies may also be subscribed); different insurance policies concerning the travel are excluded.
 - Race kit

N.B.: The group Domina Vacanze – official partner – offers the entrance fee to all those who book the flight and stay through the companies belonging to the group itself.
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11. All competitors **must wear the helmet** and protection garments.
12. The organisation will set up refreshing points all along the track, before the start and after the arrival, but competitors are advised to bring their own water bottle with them.
13. The organisation guarantees an adequate medical assistance and first aid service but **does not shoulder any responsibility** for any accident and/or injury occurring to competitors during the races and/or training.
14. The detailed programme with timetables concerning the track tests, competitions starting time, starting list, prize-giving ceremonies, etc. will be handed out during the presentation ceremony that will be held in Sharm El Sheikh, on Monday September 1, 2003.
15. The organisation reserves the right to change and/or integrate these rules, if necessary in order to improve the event.



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SUBSCRIPTION FEE

SHARM EL SHEIKH

DOMINA CORAL BAY RESORT & CASINO

3/4/5 September 2003

DESTINATION: RED SEA - SHARM EL SHEIKH
HOTEL: DOMINA CORAL BAY RESORT & CASINO*****
DEPARTURE AIRPORTS: BERGAMO ORIO AL SERIO/ROMA FIUMICINO
MILANO MALPENSA / BOLOGNA / VERONA / TRIESTE

FLIGHTS: **SATURDAY / SUNDAY**
PERIOD: from August 31 to September 6, 2003
STAY: 8 days, 7 nights
TREATMENT: half board, drinks included

KING

PRICE FO THE PUBLIC:	Euro	1.095,00	per person in double room
PRICE FOR ASR PARTICIPANTS:	Euro	920,00	per person in double room
3 rd BED PRICE ADULT ASR:	Euro	870,00	

PRINCE

PRICE FO THE PUBLIC:	Euro	985,00	per person in double room
PRICE FOR ASR PARTICIPANTS:	Euro	770,00	per person in double room
3 rd BED PRICE ADULT ASR:	Euro	720,00	

OASIS

PRICE FO THE PUBLIC:	Euro	905,00	per person in double room
PRICE FOR ASR PARTICIPANTS:	Euro	645,00	per person in double room
3 rd BED PRICE ADULT ASR:	Euro	605,00	

TRAVEL ENTRANCE FEE:	Euro	40,00	per person
VISA:	Euro	23,24	per person
INSURANCE:	Euro	23,24	per person

SUPPLEMENTS AND DISCOUNTS

Single room supplement	Euro	140,00	
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Family plan

2 adults + 1 child 0/12	2,5 adult price
2 adults + 2 children 0/12 - 2 double rooms	3,5 adult price

The following fees must be added to all prices: entrance fee, visa, insurance.

N.B.: The subscription fee for the AFRIKA SKI RACE competitions, amounting to € 75,00 is offered by Gruppo Domina.



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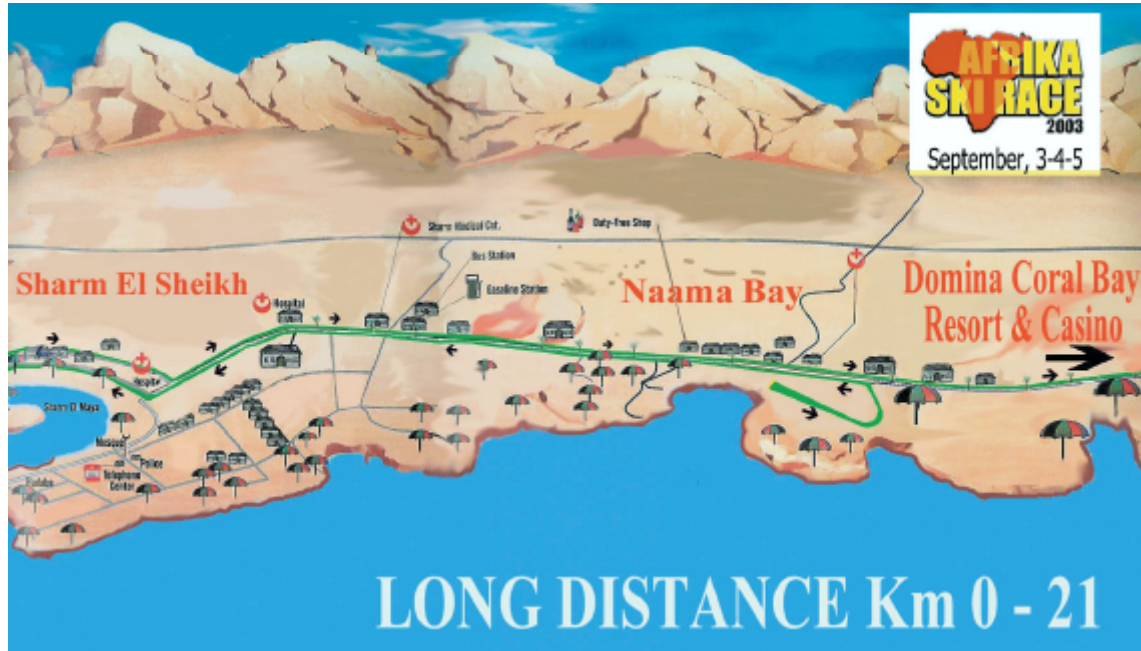
The **KING** service is an exclusive formula, unique on the market, that guarantees all comforts, rooms with a view on the salted lake, **reserved beach, deckchairs and beach umbrellas** on the salted lake shore, **free choice among the restaurants**, included the romantic and exclusive Nautilus restaurant on the beach.

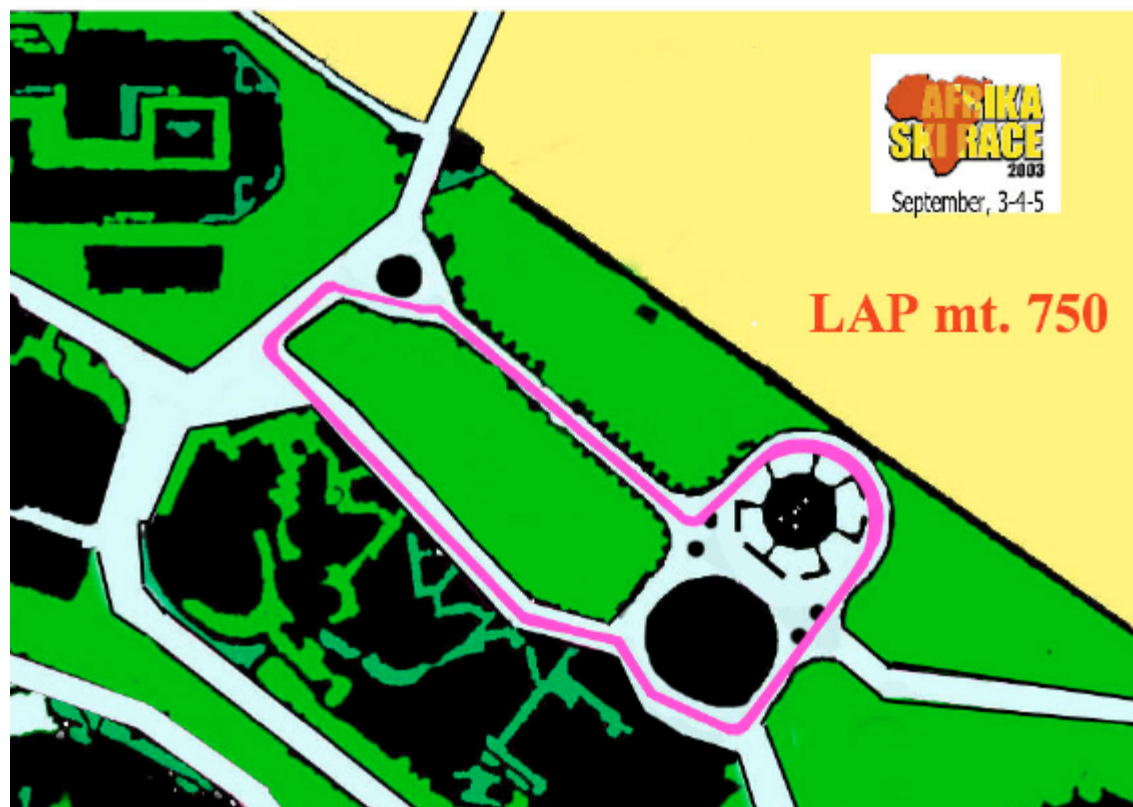
For those looking for a less exclusive offer, the **PRINCE** service is the right solution, with rooms near the large swimming pool or the salted lake, access to the salted lake beach and choice of restaurants among the Coral Restaurant, the Oriental Restaurant, the Alhambra Restaurant and the Sultan Restaurant.

The Oasis service offers a stay in the rooms near the main reception desk and half board treatment with dinner served at the Coral Restaurant.

For information and Reservation

1° Classe - 800030060







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MARKETING COMMUNICATION FOR SPORT

The company was founded in 1994 and works out marketing strategies for several companies, in particular multinational companies.

Thanks to the experience of its managing director Andrea Cozzi in the sports sector, the company has often worked for the world of sports, both as company consultant with reference to investments and to integrated marketing products focussing on sports events, and as consultant for the actual organisation of sports events (in particular at international level).

The field of action of Marketing Communication involves several sports, such as soccer, tennis, Formula 1, Nordic ski, etc. The marketing strategies worked out by the company over the years have enabled it to acquire a good international experience.

Marketing Communication, however, has dealt with a wide range of products, from sun-protection products, to integrators, from clothing to food products, and it has always obtained good results.

Among the company customers there is also the group Domina Vacanze and in particular its branch company 1.a Classe with which it has established a close collaboration, dealing with all marketing and communication sectors.

Marketing Communication has been collaborating for years with the organising committee of the Italian cross-country skiing marathon Marcialonga and in particular with Mr. Angelo Corradini.

Talking with him the idea arose to offer something new and exciting to sports enthusiasts and to the companies of the sector. The willingness to put ourselves at test brought to the ideation of the AFRIKA SKI RACE project, realized with the collaboration of the group Domina which has put at disposal its tourist complex in Sharm El Sheikh.

AFRIKA SKI RACE has then become part of a wider project called AFRIKA CONTEST, which promotes several competitions and tournaments, such as a golf tournament, a long distance bike race, a half marathon, a mountain biking race and a footvolley tournament.

MC customers: Nestlè, INA, TNT Traco, Secopal, Whitehall, Beiersdorf, Roche, Avis, etc.



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DOMINA VACANZE AND DOMINA CORAL BAY RESTORT

The group Domina Vacanze, founded in 1989, is one of the leading companies of the hotel management sector. Its entrepreneurial activity began in Italy, more precisely in Corvara in South Tyrol, where the group led by Ernesto Preatoni bought its first hotel. Since then many other hotels have been acquired in the most prestigious holidays resorts in Italy and, more recently, in several Italian cities. The group has also expanded its activity abroad, with hotels on the Red Sea, in Kenya, Tunisia, Croatia, Latvia, Estonia and Lithuania, for a total of 28 hotels and over 3,500 rooms. To provide services and for the marketing of its products, Domina has also set up a tour operator, Domina Vip Travel, which manages a network of more than 30 sellers and that can be considered the only real international tour operator, with branches in Russia, Latvia, Estonia, Scandinavia, Ukraine. A new company called Domina Health & Beauty has recently been set up; this company is specialised in the leisure time management and in the realisation of wellness centres in the tourist villages and residences belonging to the group. The group holding, Pro Kapital, had an overall turnover of about 300 millions € in 2001, with 685,000 hotel presences and 1,800 employees. The group assets exceed 700 millions €. In the near future, new hotels will be open in the form of ownership, management or franchising, in several cities in Italy (Venice, Amalfi, Rome, Malpensa, Milan), and abroad (Egypt, Paris, Berlin, Prague, Vienna, Latvia, Saint Petersburg, Seychelles). The most important project, though, concerns Croatia, where the Domina Coast Resort will be built by the end of 2005. The village is going to be the largest holiday resort in the Mediterranean area.

One of the most important assets of the group certainly is the Domina Coral Bay Village & Resort, owned by the company Sicot belonging for the 60% to Ernesto Preatoni and for the remaining 40% to some Swiss entrepreneurs. The village lies on the Red Sea, on the bay of Sheikh Coast, in front of the Tiran Island. The modern and prestigious tourist village, with a private beach of more than 2 km and an intact coral reef, offers the greatest comforts to its guests. There are three floating swimming pools in the sea, created to safeguard the coral reef and to enable the access to the sea; a salted lake which is a sort of small Red Sea on the land; seven restaurants; a modern Casino; a disco; several cafés; a large number of shops and craftsmanship workshops; a modern supermarket; two amphitheatres for the night shows and the famous night club "Smilla's"; there are also several sports infrastructures, the fitness centre and the diving centre. The complex has also its own entertainment staff. There are more than 1,200 rooms, all cosy and comfortable with en-suite bathroom, shower and hair-dryer, air conditioning, direct call telephone, satellite TV, minibar, terrace or balcony. The cuisine is care of Italian chefs de



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cuisine and highly qualified personnel manage the service. The guests have at their disposal the room service; the laundry service; the use of beach umbrellas and deckchairs; towels on the beach and for the swimming pools; shuttle service every 10 minutes from 7.00 a.m. to 12.00 p.m.; medical assistance; money exchange and automatic cashpoint with Cirrus international circuit; safe for the custody of valuables; car and bike rental; baby-sitting service. For meetings and conferences there are the amphitheatre with 600 seats and the Calabash Meeting Room with 150 seats; a brand new congress room, with more than 1,000 seats is currently being built. The entertainment programme is particularly rich, with shows and performances in the amphitheatres, in the swimming pools and on the beach; tournaments and sports activities such as muscular awakening, water gym, step, aerobics, stretching, South American dances, water polo, five-a-side matches, ping-pong, water basket, tennis, beach-volley. For the relax and well-being of guests, there is the Domina Health & Beauty, where highly qualified personnel offer aesthetic treatments and traditional and shiatsu massage, and where guests can find sauna, Jacuzzi, steam bath and gym hall. In the village there is also the Sheikh Coast Diving Centre, with an overall surface of 450 sq.m., a moon pool and a private dock. The Diving Center employs trained guides and professional instructors and offers the opportunity to get the international P.A.D.I. and S.S.I. diving licenses