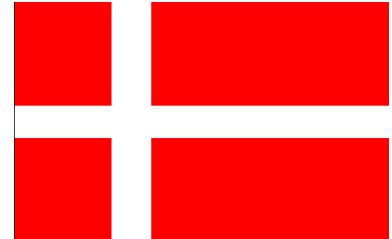


PRESS - Release

HOLMENKOL strengthened its export

New distributors in Denmark and in Israel

Heimerdingen, 19th June 2007. HOLMENKOL enlarges its distribution channels in Northern Europe and in Middle East.



PREMIUM Services, the new Danish importer and distributor is a private owned company, managed by Mogens Jensen. He has been in the wholesale business for about 15 years. The business skills for being a wholesaler for many years and the high interest for skiing, and especially the products awards that HOLMENKOL Germany has received, are some of the reasons for the high interest of representing HOLMENKOL products in Denmark. Premium Services will represent the products of HOLMENKOL ski-wax, outdoor line, bike line as well as the Nanowax line. The products of HOLMENKOL will be distributed to a wide range of resellers in Denmark, Faroe Islands and Greenland. Denmark is one of the smallest countries in the EU, but skiing is very popular, as well as outdoors sports including sailing.

PREMIUM Services, Mogens Jensen
V. Parken 71, DK-7860 Balling
Tel. 0045-25888871 mail@mogens-jensen.dk

Skimulator LTD is the new Israeli distribution partner for the HOLMENKOL product range ‚Performance Skiwx‘. The wholesaler, which is located in Emek Hefer, is already representing the brands Blizzard, Dalbello, Falke and Helly Hansen. With the HOLMENKOL products Skimulator complete its range of high-tech products.



SKIMULATOR LTD.
p.o.box 12064 - industry zone, 38800 Emek Hefer
Tel.: +972 4 6222055 www.skimulator.co.il

HOLMENKOL Sport-Technologies is the oldest manufacturer of ski wax in the world and since 2002 has specialized exclusively in the development and worldwide marketing of highly innovative and environmentally friendly sports coatings based on the latest technology.

Besides ski wax, this now includes waterproofing, detergents, coatings and polishes protected by 15 patents for all kinds of outdoor and water sports.

In 2004, HOLMENKOL was included in the "Top 100" list of most innovative medium-sized companies in Germany. In 2003, the NANOWAX product range was chosen as the No. 1 nanotechnology product worldwide by the US business and finance magazine FORBES. Further information on the company and its products can be found on the following website: www.holmenkol.com

For any questions or requests for photographic material, please contact:

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(We would be grateful to receive a copy of any publications. Many thanks.)