

Jet Set Sports Extends Sponsorship of Swedish Olympic Team Through 2020

December 20, 2010

Stockholm, Sweden – Jet Set Sports/CoSport today announced it has extended its sponsorship of the Swedish National Olympic Committee for the next two quadrennials through 2020 as the official Swedish provider of event tickets and hospitality packages for the Olympic Games.

“Jet Set Sports/CoSport is a leading provider of hospitality packages and event ticketing, whose focus is the Olympic Games,” said Stefan Linderberg, president of the Swedish National Olympic Committee, “They provide an excellent service and are committed to the Olympic Movement. We are very grateful for their continued support of our organization and Sweden’s Olympic athletes for years to come.”

Since 1984, Jet Set Sports has provided corporate clients with hospitality packages at Olympic Games through its VIP Hospitality Programs and Hospitality Management Services. Leveraging Jet Set Sports’ experience gained from past Olympic Games, CoSport now offers the same quality hospitality experience to individual consumers through its hospitality packages, premium ticket packages and individual ticket sales.

In 1984, I began this business to help sports fans travel to and from the Olympic Games in Sarajevo, my hometown, not knowing what to expect,” said Sead Dizdarevic, Chairman and co-CEO of Jet Set Sports/CoSport. “I’ve worked hard on behalf of the Olympic Movement for nearly 30 years now, and as we look toward London 2012 and beyond, I’m thrilled to know that our relationship and bond with the Swedish NOC is stronger than ever.”

Jet Set Sports donates thousands of tickets at each Olympic Games in order to make it possible for young people to witness the power of the Olympic Movement and the excellence of Olympic athletes. The company also donates tickets for use by athletes and their families.

Jet Set Sports’ sponsor relationship with the Swedish NOC dates back to Beijing 2008 Olympic Games when the company was appointed the official sponsor and ticket agent. The company held a similar position for the Vancouver 2010 Olympic Winter Games. Under the new agreement announced today this relationship will continue for each Games through 2020. Jet Set Sports/CoSport’s sponsorship provides funding to the Swedish NOC for the support of Olympic athletes and hopefuls.

Jet Set Sports/CoSport also have relationship with Olympic Organizing Committee’s such as the Vancouver Olympic Games Organizing Committee (VANOC) for the recently completed 2010 Olympic Winter Games has previously allowed Olympic fans in Sweden to obtain additional tickets above and beyond the NOC’s allocation received from each organizing committee. For example, in 2010, Jet Set Sports/CoSport sold more than 2,200 tickets in the Sweden.

Jet Set Sports/CoSport has been appointed by LOCOG as an Authorized Distributor of London 2012 Hospitality. Additionally, the company will sell tickets to residents of Sweden as the Swedish NOC’s authorized reseller. Tickets for the London 2012 Olympic Games are expected to go on sale in the spring of 2011 and registration is currently open for Swedish residents. Please go to www.cosport.com for more information or to register at no cost. Jet Set Sports and CoSport are the only companies authorized by the Swedish NOC to sell tickets and hospitality packages in Sweden.

About Jet Set Sports/CoSport

Jet Set Sports and CoSport are Official Sponsors of the Norwegian Olympic Committee and various other National Olympic Committees throughout the world, including Australia, Austria, Bulgaria, Canada, Sweden and the United States. The company was also an Official Sponsor of the 2010 Olympic Winter Games in Vancouver, the 2008 Olympic Games in Beijing, the 2006 Olympic Winter Games in Torino, the 2004 Olympic Games in Athens, the 2002 Olympic Winter Games in Salt Lake City, Utah, the 2000 Olympic Games in Sydney, and the 1996 Olympic Games in Atlanta. For 2012, Jet Set Sports and CoSport have been designated by LOCOG as an Authorized Distributor of London 2012 Hospitality.

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