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# Press release from ÅF

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## ÅF and IAAF in international cooperation

**The technical consulting company ÅF is increasing collaboration with athletics and investing internationally. A year ago world star Susanna Kallur was employed and now ÅF has signed a comprehensive agreement with the International Association of Athletics Federations (IAAF). Among other things, the world's largest annual series of athletics meetings, Golden League, is changing its name to ÅF Golden League.**

“In ÅF we will get a competent and active partner. I am looking forward to a long and rewarding cooperation for both the parties,” says IAAF Senior vice president, Sergey Bubka in Stockholm at ÅFs HQ.

ÅF is a modern technical consulting company with a long history and currently has close to 4,000 employees in over 15 countries. Collaboration with IAAF is an important part of the aim to strengthen the ÅF brand internationally.

“We see the collaboration as an important part of our ambition to raise ÅF to a new international level. We will be an active partner and we believe that our expertise within technology and the environment can benefit athletics,” says ÅFs CEO, Jonas Wiström.

ÅF Golden League has a large and loyal public. The majority of meetings are quickly sold out and the TV transmissions are watched by a large public, mainly in Europe. In Sweden, TV4 will be covering all six meetings live during 2008. This year athletics is extra interesting as it is a summer Olympic Games year. Four of the ÅF Golden League meetings are to be decided before the Olympic Games in Beijing and two afterwards. The organising cities of the ÅF Golden League are in order; Berlin (1/6), Oslo 6/6), Rome (11/7), Paris (18/7), Zürich (29/8) and Brussels (5/9).

“ÅF Golden League's timetable suits us perfectly now that we are strengthening our brand internationally. The meetings will take place in important European cities where we already have interests – not least in Zürich and Oslo,” says Jonas Wiström.

IMG is the Marketing Agency for the IAAF for the Golden League sales of international TV rights and the title sponsor and brokered this deal on behalf of the IAAF. “The ÅF Golden League deal is an excellent merger of a high profile international sports brand and a competent and expanding company” says Kristian Hysén, Senior Vice President at IMG Media.

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