

## **PRESS RELEASE**

### **Unprecedented support for the skippers of the VELUX 5 OCEANS 2010/11**

#### **€1.8 million of value for skippers of the next VELUX 5 OCEANS to be delivered by VELUX and Clipper Ventures PLC, including a Skipper Prize Money Pot of €500,000**

The VELUX Group, title sponsor of The Ultimate Solo Challenge, and Clipper Ventures PLC, the organisers of the original solo ocean race around the world, announce an unprecedented skipper support package for the VELUX 5 OCEANS, committing to jointly deliver over €1.8 million of value for competitors in prize money and key services such as skippers' accommodation, logistics and communication.

- "The race management and VELUX are committed to ensuring that the VELUX 5 OCEANS is an attractive proposition for sponsors, especially during a challenging economic environment. VELUX and Clipper Ventures PLC will therefore make a direct and major investment in the skippers and their teams to assist with budgets and reduce cost burdens. It's our hope that this investment will encourage some of the most inspirational skippers in the world to participate in the race." Kent Holm, VELUX Market Communications Manager

VELUX has committed to deliver €1.2 million of value for competitors in prize money and key services to the skippers. The 2010 race will see a €500,000 skipper prize fund – one of the biggest on the Open 60 circuit. The division of the prize money will be decided in 2010 in partnership with Clipper Ventures following consultation with skippers entered in the race.

- "We are delighted to make €500,000 available as the Prize Fund for skippers in the VELUX 5 OCEANS 2010-11. This is one of the largest pots of prize money on the Open 60 Circuit and will surely help break down barriers to participate in our race. At the same time the prize money will encourage a healthy and ongoing competition amongst the skippers in the next race", says Kent Holm

As partners, VELUX and Clipper Ventures are well aware of the costs for skippers and their teams to participate in this classic ocean race. VELUX has therefore committed to invest a further €700,000 across important services such as skippers' accommodation, logistics and communication. Clipper Ventures has equally committed to match this investment with an additional €600,000 of value in kind in order to assist with budgets and reduce cost burdens.

- "Skippers who enter the race will directly benefit from this investment, which will reduce significant cost from their campaign budgets and make the race an attractive prospect for sailors and sponsors alike." says Kent Holm
- "There is no denying that our format is more expensive for competitors and their sponsors than a non-stop race. Our partner VELUX has demonstrated a great commitment to the skippers and Clipper Ventures will support their investment in order that The Ultimate Solo Challenge is a cost-effective platform for skippers and sponsors. We will therefore together return €1.3 million of value to skippers within the most important areas of their campaign budget." David Adams, Race Director of the VELUX 5 OCEANS, Clipper Ventures PLC

Further information will be made available in 2009 on the media plans for the 2010-11 race. Please contact the media team if you have any questions in the interim.

### **About VELUX**

VELUX creates better living environments with daylight and fresh air through the roof. Our product programme contains a wide range of roof windows and skylights, along with solutions for flat roofs. In addition, VELUX offers many types of decoration and sun screening, roller shutters, installation products, products for remote control and thermal solar panels for installation in roofs. VELUX, which has manufacturing companies in 10 countries and sales companies in just under 40 countries, is one of the strongest brands in the global building materials sector and its products are sold in most parts of the world. The VELUX Group has around 10.000 employees and is owned by VKR Holding A/S. VKR Holding A/S is a limited company wholly owned by foundations and family.

For more details, visit [www.velux.com](http://www.velux.com).

### **VELUX 5 OCEANS – The Ultimate Solo Challenge**

#### *THE ORIGINAL*

The VELUX 5 OCEANS is the original single-handed round the world yacht race. Run every 4 years since 1982, the race is the longest and toughest event for any individual in any sport. Single-handed around the world's oceans in thoroughbred racing yachts represents the ultimate odyssey. The ultimate in human endeavour, only 90 people have so far finished the challenge.

#### *THE CONCEPT – 5 Ocean Sprints*

The VELUX 5 OCEANS is a series of high-pressure sprints within a marathon circumnavigation. In the course of the 30,000 mile race, the skippers cross five oceans alone:

1. Cape Town Ocean Sprint: 7,500 nautical miles from La Rochelle (France) to Cape Town (South Africa), starting October 17, 2010
2. Wellington Ocean Sprint: 7,000 nautical miles from Cape Town (South Africa) to Wellington (New Zealand)
3. Salvador Ocean Sprint: 7,400 nautical miles from Wellington (New Zealand) to Salvador (Brazil)
4. Charleston Ocean Sprint: 4,000 nautical miles from Salvador (Brazil) to Charleston (USA)
5. La Rochelle Ocean Sprint: 3,600 nautical miles from Charleston (USA) to La Rochelle (France)

The various stages and stopovers allow the skippers to push their boats harder and faster over long and diverse legs through some of the planet's most hostile and treacherous waters. Skippers need to set up their boats for the specific challenges of each leg, such as the light and fluky conditions of the Doldrums versus the fierce winds and seas of the roaring 40's and screaming 50's of the Southern Ocean.

#### **THE CHALLENGE**

The solo skipper is the central character of the VELUX 5 OCEANS. These unique individuals must demonstrate determination, skill, courage, endurance and competition at the highest level in order to succeed. The skippers must face the mental challenges of being alone, tired, cold and wet thousands of miles from land. They must endure the physical, physiological and psychological challenges of seven months racing around the world. Each skipper must be navigator, weather guru, cook,

sailmaker and computer wizard while racing alone at sea. Although they rejoin family and friends ashore at stopovers, they must wrench themselves away to face the vast oceans alone again.

#### THE HERITAGE

With a rich sporting heritage, the VELUX 5 OCEANS has been contested every four years since 1982, previously under the titles of 'BOC Challenge' and 'Around Alone'. The race celebrated its 25th anniversary in 2007 when it returned to the forefront of ocean racing as the VELUX 5 OCEANS. Over 25 years, the event has created an enormous sporting heritage of endeavour and achievement, including many peaks of excitement, dramatic rescues and tragic loss of life. The race has consistently attracted competitors from diverse countries around the globe, including Philippe Jeantot, Bernard Stamm, Giovanni Soldini, Isabelle Autissier, Yukoh Tada, Emma Richards, Bertie Reed and Jose Ugarte.

#### THE FUTURE

The next VELUX 5 OCEANS will take place 2010-2011 and promises to reach a global audience as the dramatic stories are followed live across TV, radio, print, Internet and via mobile technology.

[www.velux5oceans.com](http://www.velux5oceans.com)

#### **About Clipper Ventures Plc**

This year marks the 39th anniversary of Sir Robin Knox-Johnston's historic solo and non-stop circumnavigation in 1970. Now, as Chairman of Clipper Ventures PLC, he is at the forefront of promoting round-the-world yacht racing. Clipper Ventures, the marine sports company founded in 1995 and listed on the AIM stock market in London in 1999, is focused on developing and promoting major events capable of attracting significant participation, income, media coverage and associated sponsorship revenue. The company owns the rights to the Clipper Round-the-World Yacht Race, the VELUX 5 OCEANS, and Zapcat Racing, the world's largest one-design powerboat series.

[www.clipper-ventures.com](http://www.clipper-ventures.com)

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