

Media Release

**AFG Main Sponsor of the St. Moritz Match Race
from August 31 – September 5, 2010**

Sailing at the Highest Level in St. Moritz

Arbon (Switzerland) August 31, 2010. – **From the 31th of August to the 5th of September 2010, Lake St. Moritz will be the scene of a world class sailing event: the 8th St. Moritz Match Race. The St. Moritz Match Race is a stage in the World Match Racing Tour. Top sailors from around the world, including many America's Cup skippers, will be sailing on Lake St. Moritz before participating in nine further stages to determine the winner of the ISAF Match Racing World Championship. High-caliber sport, an international atmosphere and the opportunity for viewers to experience up close the dynamics of Match Race Sailing in an enthralling mountain setting make the St. Moritz Match Race a top-flight event. As in 2007, 2008 and 2009, the Arbon-based AFG Arbonia-Forster-Holding AG will again contribute in the role of the main sponsor to making this world class event possible.**

“Sports events and cultural activities are often not possible without the financial support of industry sponsors because they would otherwise not be affordable,” says Edgar Oehler, President and Delegate to the Board of Directors of AFG Arbonia-Forster-Holding AG. “As an enterprise, we regard it as our responsibility to do our part to increase quality of life. While we do this with our products, we also do it by sponsoring individual projects. Here, we select activities that are especially close to our hearts. As the patron of the AFG ARENA in St.Gallen, we help to support a dynamic sports venue that is of great importance to many of the residents in our region. As the main sponsor of the Swiss Sailing Association, we support a far less common sport, and focus in doing so on promising young sailors in the hopes that they will have an opportunity to represent Switzerland at the 2012 Olympic games, measure their prowess against that of the world's best sailors, and to bring home an Olympic medal or more. At the St. Moritz Match Race, the world's best sailors will be applying (literally at the highest level) sheer determination, tactical skills, and team spirit to take the lead among international competitors. This reflects our enterprise's philosophy, which is why we are supporting the St. Moritz Match Race as the event's main sponsor.”

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