

For Immediate Release
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Jet Set Sports/CoSport Appointed as Authorized Ticket Reseller for London 2012 Olympic Games

Leading Olympic Hospitality Provider Also to Sponsor Norwegian Olympic Team and to Provide Support for Norwegian Olympic Committee

Oslo, Norway – The Norwegian Olympic and Paralympic Committee and Confederation of Sports (“NIF”) today announced it has officially appointed Jet Set Sports/CoSport as the exclusive Authorized Ticket Reseller in Norway for tickets and hospitality for the London 2012 Olympic Games. Jet Set Sports/CoSport have also been announced by NIF as official sponsors of the Norwegian Olympic Team and NIF.

“Jet Set Sports/CoSport is a leading provider of hospitality packages and event ticketing, whose focus is the Olympic Games,” said Mr. Morten Schönfeldt, Marketing Director of NIF. “This appointment will allow our athletes and their families, our official sponsors as well as all Olympic fans in Norway to experience the very best in Olympic hospitality. We are very grateful to Sead and his company for their support of NIF and Norwegian 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.

“I began this business back in 1984 to help people travel to and from the Olympic Games in Sarajevo, my hometown, not knowing what to expect,” said Sead Dizdarevic, Chairman and CEO of Jet Set Sports/CoSport. “Some of my fondest memories of the Olympics relate to the 1994 Olympic Winter Games in Lillehammer. I am honored that we have been selected by NIF to handle the hospitality needs for the people of Norway.”

The appointment of Jet Set Sports/CoSport will also cover the 2014 Olympic Winter Games in Sochi, Russia and the 2016 Olympic Games in Rio de Janeiro, Brazil.

“As we look toward London 2012, Sochi 2014 and beyond, we are thrilled that Jet Set Sports/CoSport will help Norwegian Olympic fans have such a wonderful once-in-a-lifetime experience by attending the greatest sporting event in the world,” commented Alan Dizdarevic, co-CEO of Jet Set Sports/CoSport, “Our goal is to create a hospitality experience that reflects the excellence of the Olympic Games themselves.”

In addition to selling hospitality packages and tickets, 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.

Tickets for the London 2012 Olympic Games are expected to go on sale in the spring of 2011 and registration is currently open for Norwegian 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 NIF to sell tickets and hospitality packages in the Norway.

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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.

For More Information Contact:

Jet Set Sports
Mark Lewis +1.908.938.3512
mark@jetsetsports.com

and

Norges Idrettsforbund
Morten Schönfeldt +47 92 20 08 78
Morten.schonfeldt@idrettsforbundet.no