

## **INTERSPORT, SPORT 2000 and RUNNERS POINT will become partners of the Plus X Award**

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Plus X Award for Sport and Lifestyle announces a groundbreaking cooperation

The Plus X Award is Europe's largest technology contest and worldwide one of the most significant projects for strengthening and protecting the brand. The contest initiated by marketing agency 'media society networks' enters its fifth year in 2008 with a massive increase in media power and a marketing volume of over four million euros. Each year a competent and industry-neutral VIP jury awards Plus X seals to outstanding products in the categories innovation, design, user-friendliness, ergonomics and ecology.

Industry, trade and consumers equally profit from the Plus X Award because the victorious manufacturers are able to use the desired Plus X Award seals to their fullest extent and with no time limitations for all their marketing and communication activities. The huge demand among sports and lifestyle manufacturers signalled the beginning of the Plus X Award for Sport and Lifestyle in September 2007. Far more than 100 products by renowned manufacturers including numerous global brands have already been nominated for the Plus X Award for Sport and Lifestyle.

Now the team of partners for the new Plus X Award for Sport and Lifestyle has been established. With INTERSPORT, SPORT 2000 and RUNNERS POINT the Plus X Award for Sports and Lifestyle was able to win three strategically important partners.

The INTERSPORT Germany eG with 20,000 employees and a revenue of €2.3 billion is the largest confederation of medium-sized retailers in the German, European and worldwide specialist sports trade. In Germany alone it currently comprises around 1200 members who run more than 1400 specialist shops.

SPORT 2000 is one of the most successful sports, purchasing and marketing cooperations worldwide. As part of Europe's largest shoe purchasing co-operation Ariston-Nord-West-Ring eG the SPORT 2000 ensures economically strong sports article retail sales. In Germany alone more than 1000 and in Europe more than 3000 specialist sports retailers belong to SPORT 2000.

With around 120 outlets in Germany and Austria RUNNER POINT is one of the nationwide leading specialist outlet retailers for sports shoes, functional textiles and accessories focusing on running and (Nordic) walking. The product range is supplemented with trendy lifestyle shoes and fashion.

The Plus X Award for Sport and Lifestyle also has a strong presence in the media. Just like for the Plus X Award for Technology the presenter is TV SPIELFILM. The United TV Community TV Spielfilm plus (TV Spielfilm, TV Spielfilm XXL, TV Today) reaches 8,7 million readers with a circulation of 2.1 million issues. The Plus X Awards for Sport and Lifestyle's range of strong media partners includes publishing company b&d with the titles Snowboarder MBM and SURFERS. The publisher has been leader as publisher of ambitious as well as authentic and successful print periodicals for fun sports and lifestyle for many years.

Other media partners are the titles GOLF PUNK, Skiing – the next level, and mountainbike rider magazine, published by GO Sports Publishing, as well as SeaStar, the trendy travel and lifestyle magazine for watersport enthusiasts, snorklers and divers, published by KLEEBLATT Publishing. The title plugged, which has been published by plugged media Publishing for more than 8 years is one of Germany's largest lifestyle magazines and completes the team of media partners. All of those titles will with immediate effect communicate the Plus X Award's philosophy as well as the distinct advantages of selected brand products to a very brand-, trend- and lifestyle-oriented target group.

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About the Plus X Award:

With 34 competent partners and a marketing volume of more than €4 million the Plus X Award is Europe's biggest technology, sport and lifestyle contest. The Plus X Award for Technology accepts products in the categories household items, IT, consumer electronics, power tools as well as mobile and photo technology. The Plus X Award for Sport and Lifestyle accepts products in the categories shoes, fashion, equipment and accessories. The competition was initiated by marketing agency media society networks as a project to strengthen the brand and is now entering its fifth year. Plus X seals are awarded for special achievements in the categories innovation, design, user friendliness, ergonomics and ecology.

[You can find this press release here](#)